

Southern FARM EQUIPMENT

MAY, 1950

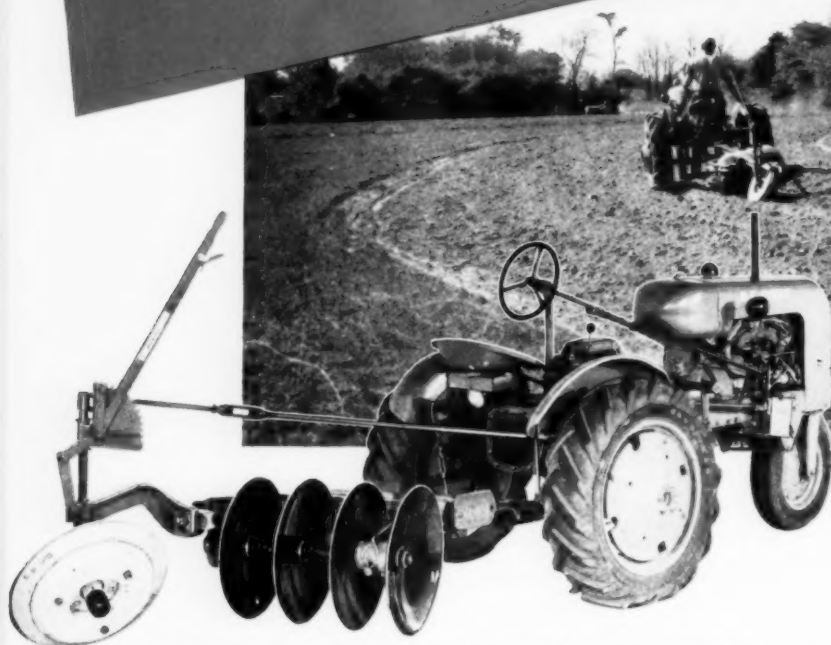
Section of SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta 5, Ga.



YOU CAN HAVE A BIGGER FARM

Without Buying Another Acre!



You can build your own terraces with an Avery Tractor and Avery One-Way Plow as illustrated at

It's not always the *size* of a farm that determines profits. By proper use and management of the soil, a relatively small farm can yield as much as twice as many acres which have been constantly subjected to erosion.

Terracing, contour cropping, mulching, building diversion channels, following a good system of crop rotation . . . whatever the needs for increasing and maintaining soil productivity . . . *there is an Avery Tru-Draft Tractor outfit ideally suited to every practice!*

The Avery A Tractor and semi-mounted One-Way Plow, for instance, are perfectly adapted for terracing, contouring, mulching and for general plowing as well. With

Tru - Draft and patented Automatic Depth Control, the plow pulverizes thoroughly for holding moisture and for assuring high yields. The Avery Tractor and full line of Avery Tru-Draft Implements offer the dealer exceptional opportunities for year-'round sales and profits.

County Agents or Soil Conservation Supervisors will gladly direct operations with Avery Equipment for saving soil and increasing profits.

B. F. AVERY & SONS CO.

Louisville, Kentucky

**DEALER INQUIRIES
INVITED!**

Write B. F. AVERY & SONS CO., Louisville, Ky.,
for interesting dealership information.

AVERY TRACTOR EQUIPMENT



**30 Percent Increase in
Shop Volume When**

MECHANICS SPECIALIZE

THE SPECIALIZATION of mechanics in certain phases of repair work, plus a \$15,000 investment in special tools and equipment for the shop, has resulted in a 30 percent increase in service shop volume for Maloney's, Inc., farm equipment dealership in Silver Spring, Maryland.

"We believe that maximum efficiency is obtained through specialists. We do everything ourselves here in our own machine shop," said Phillip H. Moore, vice president, who pointed out such daily accomplishments as the overhauling of a baler in one day, a magneto overhauling in three hours, an electric motor overhauling in two hours, and a plow, cultivator or harrow overhauling in one day.

Maloney's has a specialist for



Top: This mechanic specializes in the sharpening of chain saws and the repair of engines. **Center:** Harry Embrey, Jr., service manager, inspects a farmer's tractor and discusses the necessary repairs needed



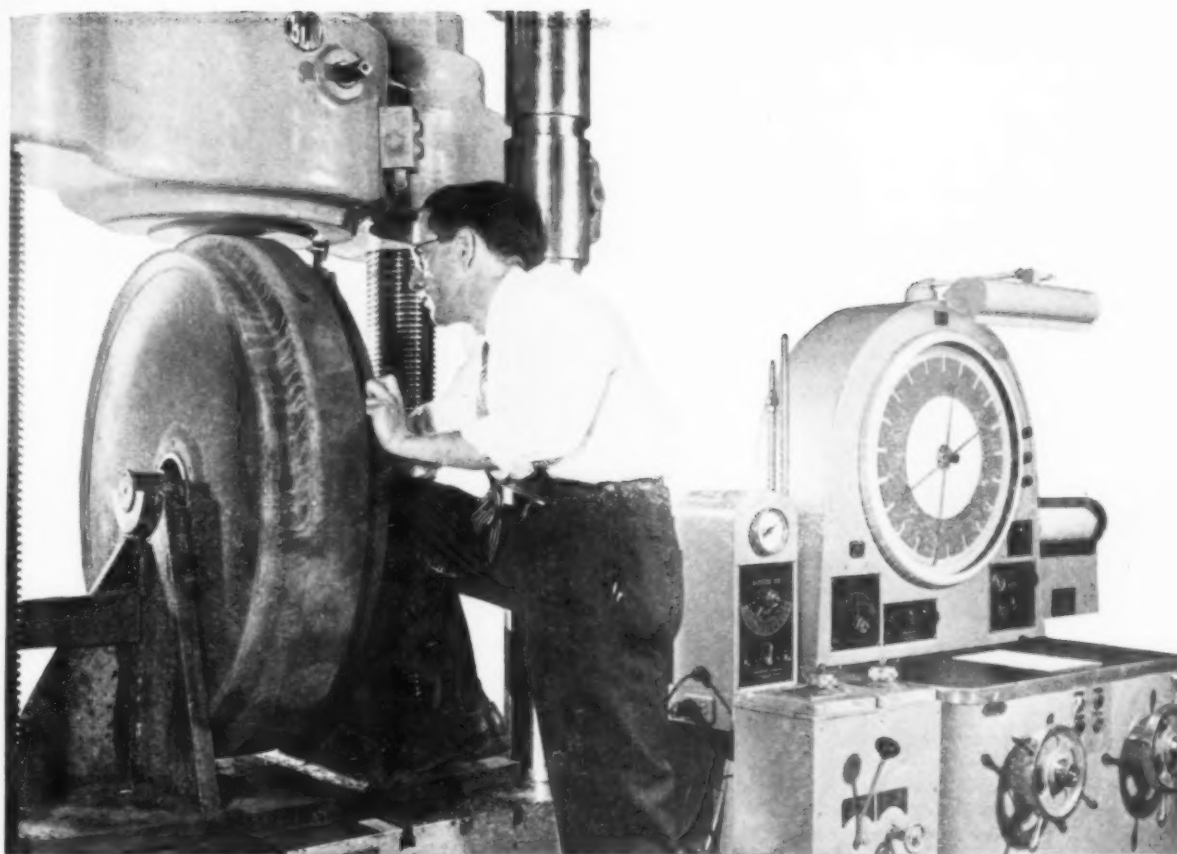
each of the following departments: hydraulic lifts, small gas motors, tractor motors, balers, small garden tractors, lawn mowers, general farm equipment (plows, harrows, cultivators, diggers, etc.) and gasoline and electric chain saws. During the winter eight men in the shop, supervised by a shop foreman, service equipment of farms located within a radius of 50 miles. In the summer there are 10 men in the shop and four men in the field every day. Three men, working full time, sharpen, repair and overhaul lawn

mowers of all makes during the busy season. Three trucks with a service man on each handle outside jobs during summer and winter.

"We believe that the men who have operated these machines in the fields make the best farm equipment mechanics," observed Moore, "and we use only that kind of experienced help. Once we know a mechanic's special abilities, we concentrate on giving him the job to which he is especially suited."

Farm calls for service are diagnosed by the shop foreman to determine what is wrong and whether it is an inside or outside job. A specialist then is assigned to take over. If it's a baler, corn planter, troublesome combine or a

Special equipment such as this lathe on which this mechanic is turning an armature has been instrumental in increasing service shop volume about 30%



200-Ton Bear Hug Tests Designers' Brain Children

*A Report to You About Men and Machines
That Help Maintain International Harvester Leadership*

Trial by torture safeguards International Harvester quality. International Harvester engineers don't guess—they test!

Here is an IH researcher using a powerful compression testing machine to make a crawler tractor idler wheel confess its true strength. He squeezes and inspects . . . squeezes and inspects . . . subjects this rugged tractor part to tons of force . . . makes it prove it has an *extra* margin of strength for the toughest field conditions.

Plow beams, track links, disk plow standards, crankshafts, and many other vital tractor and

implement parts must also pass similar tests before they are produced in quantity. These severe tests help to prevent failures in the field, and assure better performance of newly designed tractors and farm implements.

Working with product engineers and production men in IH factories, the 250 technicians at IH Manufacturing Research help to prove and improve new machines. They also pioneer advanced manufacturing techniques that promise even better International Harvester farm equipment in years to come.



International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . .

Motor Trucks . . .



Crawler Tractors and Power Units . . .



Refrigerators and Freezers . . .



INTERNATIONAL HARVESTER

Chicago 1, Illinois



When new equipment is delivered to a farm E. B. Rayburn or a salesman is on hand to teach the farmer its proper operation. Here, Rayburn, in truck cab, follows a farmer trying out his new combine for the first time

A PLANNED system of continuous service calls on owners of equipment purchased from the Rayburn Implement Company, Lawrenceburg, Tennessee, has proved to be an effective means of holding old customers and gaining new business for this dealership.

Practically all dealers assemble new machines and instruct farmers in proper operational methods, but E. B. Rayburn, owner of this firm, has carried this technique a bit further. His program calls for continuous service calls to be made on owners of new equipment, and this policy has resulted in many additional sales to these same customers.

This plan is Rayburn's method

BETTER SERVICE

***Wins that new business
for Tennessee dealer***

of keeping old customers satisfied and provides a strong incentive for potential customers to trade with his company. Rayburn points out the advantages of the plan. When a company makes repeated calls to inspect new machines for needed adjustments and to suggest to the buyer some new job

that the unit can perform, this buyer will become, in time, a valuable promotional asset, for a satisfied customer is liberal with his recommendations. Such recommendations are instrumental in bringing additional business to the firm.

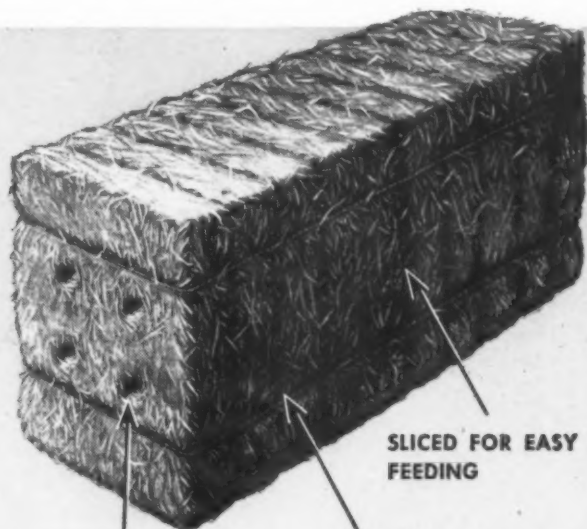
The Rayburn Implement Company probably has sold more combines than any other major machine in the Lawrenceburg area. The new combine, as soon as sold, is completely assembled in the shop and given a work-out before it is loaded for delivery. Upon delivery to the farm, the new owner is cautioned specifically to notify



When farm meetings are held in the company building, equipment is lined up in front where prospects may give particular units careful inspection. Such meetings have been source of much new business for the firm

TWO BIG HEADLINERS...

Give CASE Dealers a Head Start



VENTILATED TO KEEP
HAY RICHER, FRESHER

SLICED FOR EASY
FEEDING

WIRE-TIED FOR BETTER
HANDLING, LOADING,
SHIPPING

1 VENTILATED BALES

Biggest news in haying since the Sliced-Hay Baler is another Case creation—the Ventilated Bale. As the hole in the doughnut permits more even cooking, the holes in Ventilated Bales provide more even curing. Cooling, curing air circulating clear through the dense center of the bale makes hay of higher, more uniform quality—more appetizing, more nourishing. Case dealers have the only baler that makes Ventilated Bales—the Case “NCM” Slicer-Baler most any farmer can afford to own.

2 EAGLE HITCH 3-POINT HOOK-UP

All the advantages of 3-point rear mounting of implements . . . plus hook-up in one minute, without leaving tractor seat . . . plus free-floating Latch-On implements that hold their depth through hard spots and rough ground. All these plus a brand-new low-pressure hydraulic control that works any time, moving or standing—that's what Case dealers have to sell in the improved Model “VAC,” already accepted as the “most tractor for the money” in the 2-plow class.



Besides these two outstanding and exclusive headliners, Case dealers have a forage harvester that's simple and fast . . . America's favorite combine, the famous 6-foot “A” and others from 5 to 12-foot cut, including self-propelled models . . . 20 great tractors in four sizes, including the world-standard Model “LA” . . . the Centennial plow, Seedmeter drills, and new Soil Conservation disk harrows—all available with hydraulic control, all proved for low-cost performance and endurance. J. I. Case Co., Racine, Wis.

the Rayburn Implement Co. the first day the machine is operated in the field. On the appointed day a Rayburn service man or salesman is on hand to drive the combine for a short period, to see that the unit is operating properly. This company representative then follows the machine while it is driven by the owner or his employees, meanwhile helping them with any needed advice. If the combine is in service for several days, a Rayburn representative may call and check operations several times.

In addition, the company provides additional instructions during repeated service calls. When the combine has been harvesting wheat and has to be re-set for crimson clover seed, the company lets the owner re-adjust the threshing attachments himself. But the farmer is asked to notify the firm to send out a service man to check the unit before it is actually put to work.

This technique is pursued with all hard-to-learn implements. All corn planter attachments, mower attachments, etc., are hooked up, if possible, in the shop. When adjusted on the farm a company representative is on hand to see that this work is done correctly.

These continuous visits might seem to be an unprofitable effort. But Rayburn believes in the effectiveness of this plan.

Buyers demonstrate their appreciation for such interest by becoming steady, repeat customers for additional equipment.

Every service call, then, becomes a sales contact. The representative keeps a close check on

the farmer's operations and, when appropriate, points out how a new seed drill, a feed crusher or field baler would speed up operations.

"I find my old customers are the best prospects for new sales," explained Rayburn. "I don't pursue the practice—successfully followed by many dealers—of making a complete survey of the farms in the trade territory. I prefer to

concentrate on old customers, and find new customers through these contacts. These repeated service calls not only stop most complaints before they arise, but prompts the buyer to recommend our company to neighboring farmers."

When a new machine is given its initial workout by a Rayburn representative on the buyer's farm, neighbors are invited over to see the machine in operation. In this manner, leads are obtained for new prospects.

When making service calls on a customer, Rayburn takes all the time necessary to show the buyer every possible use to which the particular unit may be devoted. The farmer is advised of every new attachment that may be of value in his particular situation.

(Continued on page 124)



At left is a typical farm meeting held by the company to which all farmers in the area have been invited. Refreshments are served and motion pictures, showing operating methods and maintenance, are shown

Cotton Growers!

Recent experiments in West Tennessee with cover crops to determine their effect on cotton yields show the following results:

No cover crop
Cover crop of R
under

This is an increase
you to plant a c

Rayburn

"It Costs Less
North Loc
Lawrenceburg

ings Disease

your cows from becoming in-
this costly disease.

nation on how to obtain Free
or heifers, 4 to 8 months of

Cover Crops

- The PMA office will not issue orders for Vetch seed after November 15th.
- It is suggested that cover crops of Vetch be seeded in corn and cotton middles as soon as possible, but not later than November 15th.

Rayburn Implement Co.

"It Costs Less to Farm With Case"

North Locust Street—Phone 4607

Lawrenceburg - - - Tennessee

Co.

se"
07
Tennessee



Saturday Night Is the **BIGGEST NIGHT** of the Week!

On Saturday night, the chores are finished a little earlier . . . second helpings go begging at the supper table . . . friendly yard lights wink out like sleepy stars as byroads and highways funnel farm families into main street until stores and sidewalks overflow.

The menfolk gather on street corners to speculate on the weather, to brag about their livestock, to swap experiences and trade advice. Farm women track down bargains, and talk over news that will be printed in the next edition of the Weekly Herald. Youngsters splurge their allowances at popcorn stands and ice cream parlors.

Folks use shopping as an excuse for coming to town, but the thing they really look forward to on Saturday night is the community reunion. They delight in meeting old friends and making new ones. They enjoy trading with storekeepers who know their needs as well as their names.

Saturday night in small-town America—with its friendliness, and neighborly helpfulness—is a breath of warmth in a cold, cynical world. No wonder a walk down Main Street renews one's faith in America and rekindles the hope that we may yet use this Saturday night spirit to bring peace and plenty to mankind.

JOHN DEERE

MOLINE • ILLINOIS



Below, when a man joins the organization, Service Manager Chrisman starts a record of mechanical skills. Similar records are maintained on all mechanics. Left, personal attention to the customer's needs is a part of the service manager's responsibility

OPERATING A SHOP FOR PROFIT

No. 3 IN A SERIES

By Pat Chrisman *



THE service manager in a dealership finds himself with a number of responsibilities, to the dealer, shop personnel and public.

The dealer expects the shop to be operated at a profit. Personnel expects attractive pay and working conditions, with opportunities for advancement. The customer public expects a high-type of durable workmanship at reasonable cost.

None of these responsibilities can be discharged satisfactorily, if harmony does not prevail within the service department, nor unless the service manager induces harmony while maintaining efficiency and, at the same time, encourages and guides shop personnel to greater proficiency.

Some type of chart or record, that shows the various operations at which each mechanic is most

proficient, is of excellent help in analyzing personnel. Experience shows that it is advisable to begin such a chart when a new man joins the organization. By keeping the chart up to date and indicating new skills as they are acquired by the mechanic, the service manager has an excellent guide to a man's mechanical ability. Then, if any question arises about the future of any particular man with the organization, the service manager need not suffer the embarrassment of being caught off guard.

In our shop we make a periodic check on each mechanic for flat rate gain or loss. If one man shows too much loss on certain operations, the chances are his qualifications are not sufficient for those operations. It would be better for both the shop and the man, obviously, if he is transferred to operations for which he is better qualified.

In the interest of shop profit, experience has also shown it to be advisable for the service manager to make periodic checks on inter-

pretation of his instructions by mechanics. Both mechanic time and material are often wasted in instances where the service manager has not made himself thoroughly understood.

Unprofitable operation can result directly from lack of harmony in a shop. But a service manager can establish harmony by taking an interest in men that is not exclusively critical, by helping them to improve themselves and by placing them on work for which they are qualified.

Ordinarily, a man's improvement at his job is his own responsibility. But if he is industrious and conscientious it is possible, under the service manager's direction, for a mechanic to improve himself to the point where he is eligible for advancement.

Some men mark themselves for special encouragement. They are able to work out problems from a sound, practical standpoint. They have ambition and creative instinct. They manifest interest in the overall shop operation and in

* Mr. Chrisman is service manager for the Hill Machinery Company, Alice, Texas. Two previous articles in this series were contributed by his employer, James A. Hill, Jr.

Help yourself to *MORE* haying equipment business with these **NEW IDEAS**

New IDEA Tractor Drawn Mower



Dependable performance and durability make selling easier



New IDEA Portable Steel Elevator



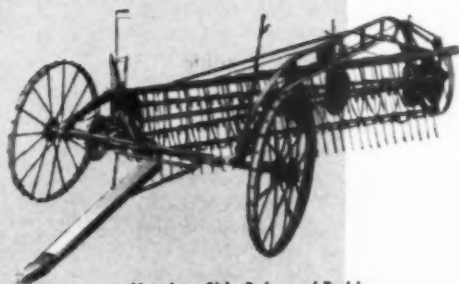
New IDEA All Steel Farm Wagon

Right now is the time to get your profit from this year's haymaking and these New IDEA hay tools will turn the trick for you. Every haymaking operation—mowing, raking, loading, moving, and storing—can be done faster, easier, and better with New IDEA's specialized hay tools. A demonstration will convince any farmer of this fact. Make HAY NOW—so that your customers can MAKE HAY profitably.

Advertised to your customers through leading magazines and by direct mail



New IDEA Easyway Hay Loader



New IDEA Side Rake and Tedder

The New IDEA hay tool story of specialized equipment built to do a better job is being told to farmers in every one of the 48 states through national and local advertising. In addition, your bona fide prospects receive a direct message by mail. Your prospects know about New IDEA—they are urged to see their dealer—MAKE HAY—expose yourself! If we are not adequately represented in your territory, please write us today.

Remember...
...if it's a
NEW IDEA
it's a good idea

NEW IDEA

DIVISION *AVCO* MANUFACTURING CORPORATION
COLDWATER, OHIO SANDWICH, ILL.



saving time and avoiding waste.

Such men constitute the answer to a service manager's prayer and take pride in contributing their part to a profitable operation. The success of a service manager depends largely on his success in developing and encouraging such men, while he weeds out the slovenly and the surly, who, as a rule, do inferior work and interfere with shop harmony.

In dealing with customers, the service manager will find himself with two viewpoints, that of the dealer and that of the customer. Especially in the case of adjustments, he strives to satisfy the customer and, at the same time, protect the dealer.

In all contacts with customers the service manager, for all practical purposes, is the dealer. He is, at least, in the eyes of the customer. And while he sells himself he also sells his company, creating and developing good will.

These, and other policies of conduct, may seem to be trivial, but they have an ultimately wholesome effect on shop profit. For example, it is definitely profitable to have a knowledge of the problems of customers—fleet owners, farmers or single unit owners. An interest in customers' hobbies, likes, dislikes and members of customers' families creates a favorable impression. However, such an interest is valuable to the dealership only when it is sincere. But sincerity inspires confidence, and confidence results in repeat business.

Courtesy Counts

Another seemingly trivial thing may be driving customers elsewhere. But it should be remembered that a great many people are deeply offended by foul and profane language. In many cases such language is used because the speaker lacks an adequate vocabulary with which to express himself.

True enough, all people with whom one deals do not have the same educational background. But profanity does not promote a clear understanding of the transaction between customer and shop.

Simple words, expressions and approach are the most effective and accomplish a thorough understanding. Such an understanding is absolutely essential. And it is advisable to write out the customer's instructions in his pres-

Interest in the customer beyond business of the moment pays dividends. Here Service Manager Chrisman is shown with Andy, young son of a customer, J. W. Jackson, shown at left with his daughter



ence. Verbal instructions, written later, often result in controversy and ill will.

Finally the service manager will, of course, want the complete confidence and support of management. Yet the service manager's responsibilities do not require that he make decisions beyond his depth. Management should be consulted before decisions are made on issues of magnitude.

With his responsibilities to the dealer, shop personnel and public, the service manager usually finds it necessary to plot the efficient use of his time. This requires an organized plan of action which enables him to accomplish the maximum in his productive activity.

Oftentimes his productive activity is spread rather thin during the course of a day. But if his activity and his thinking are competently organized, everything he does that even remotely prepares the way for public service through the distribution and servicing of the product is productive activity.

This discussion has dealt in matters of necessity with which most persons in the retail farm equipment business are familiar. Little things, in most cases. But little things are easily misplaced and fall into disuse.

However, in these times and at the pace of competition, these small phases of relationships within and without the dealership may be profitably reviewed. Fitted together, they constitute a strong influence for profit or loss in shop operation.

Volume Increases When Mechanics Specialize

(Continued from page 100)

Any parts that are needed are requisitioned from the parts department by the service shop and recorded on the job ticket. With a farm equipment parts inventory of \$40,000, no mechanic loses time waiting for parts that may have to be ordered. On his job ticket the mechanic charges to the customer any parts used.

Having completed the repairs, the mechanic punches the time card, thus making known the labor time the job required. In turn, this is charged to the customer.

Moore maintains that as a result of these procedures the volume of repair work handled by the shop in 1949 was 30 percent greater than in 1948. This is about seven percent of Maloney's total volume of business.

Demonstrations

There are demonstrations and classes from time to time conducted by factory representatives for the benefit of mechanics. Factory service bulletins also are at the disposal of the mechanics.

"We believe our reliable, efficient service is responsible for our high volume," emphasized Moore, adding that radio, newspaper and direct mail promotion were only supplements to the quality of Maloney's service. "Business is like everything else—you get out of it only what you put in."

Pump Month...

1950	MAY						1950
S	M	T	W	T	F	S	
	\$	\$	\$	\$	\$	\$	
\$	\$	\$	\$	\$	\$	\$	
\$	\$	\$	\$	\$	\$	\$	
\$	\$	\$	\$	\$	\$	\$	
\$	\$	\$	\$				

PROFIT MONTH!

May is Water Systems Month—and Goulds dealers everywhere are planning outstanding pump promotions. They know that a month of hard selling on Goulds pumps is a sound basis for a highly profitable volume in related items—and in merchandise that has nothing to do with pumps!

Keep those special "Pump Month" displays up!...

Every Month...

it's profitable to feature Goulds complete line of water systems. They're today's finest pumps, and there's a dependable, trouble-free Goulds unit that's best for every prospect's needs.



**GOULDS
Balanced-Flow Jet**
Tankless, with
self-adjusting
capacity for
shallow wells.



**GOULDS
Jet-O-Matic**
Same unit for
deep or shallow
wells. 1/4 H.P. to
5 H.P. sizes.

GOULDS PROMOTIONAL PROGRAM



Here's the new Goulds Wall Poster. It's attractive, colorful and effective... typical of the outstanding Goulds material that's yours for the asking.



New Goulds counter card—a novel, convenient way to draw attention to full-color Goulds literature held in pocket.

... is called "the most practical program ever developed for water systems." Ask your Goulds distributor the next time he comes in. He'll be glad to see that you're completely equipped to do a real sales job.

GOULDS PUMPS INC. • Seneca Falls, N.Y.



GOULDS

WATER SYSTEMS

102ND YEAR

FOR EVERY FARM AND HOME NEED

**SELL AMERICA'S BIGGEST
GARDEN TRACTOR VALUE
EASY TO SELL—STAYS SOLD**



sign up with
Simplicity
REG. U. S. PAT. OFF.
now!

A Limited Number of Dealerships Available

Our recent expansion program has been completed. We're ready now to accommodate a number of qualified, aggressive dealers who can visualize the sure, steady profit possibilities selling the Simplicity line of garden tractors and implements. This leading line is regarded by dealers and consumers alike as the best value for the money from the standpoint of engineering, materials, workmanship, versatility and price.

Simplicity has manufactured precision machinery for 28 years and a leading line of garden tractors and implements for nearly fifteen years.

Sell Simplicity and you sell satisfaction, make friends of your customers. Simplicity is KNOWN, has ACCEPTANCE, is RELIABLE. That's why so many of our dealers say: "Simplicity is One of the Most Profitable, Valuable Dealerships You Can Own!"

TWO PERFORMANCE PROVED MODELS

SIMPLICITY TEAMWORK

helps you sell!

CONSISTENT ADVERTISING

Big ads in Better Homes & Gardens, Saturday Evening Post, Country Gentleman, Holiday, Time and Esquire and 19 major farm papers across the nation. Total circulation more than 16 million for the spring campaign in 1950.

MERCHANDISING AIDS

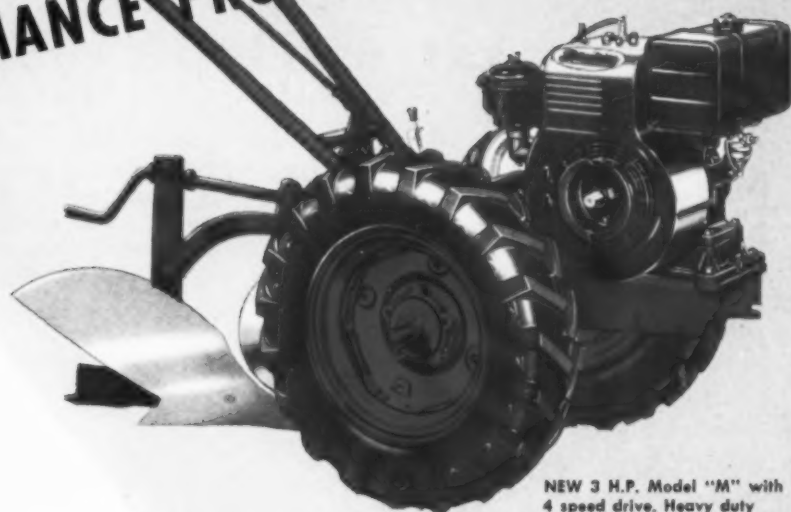
Colorful, hard selling sales literature, store display material plus selling plans from the factory and the Simplicity field man in your area.

FULL RANGE OF IMPLEMENTS

Year 'round sales and profits for you in wide variety of Simplicity implements for your customers' spring, summer, fall and winter farm and home maintenance jobs.

PRICED RIGHT!

High in quality, High in performance — low in price. Competitive pricing makes it easy for Simplicity dealers to sell America's biggest garden tractor value.



NEW 3 H.P. Model "M" with 4 speed drive, Heavy duty one piece frame, Patented "Quick-Hitch", Briggs & Stratton engine Model 9. Fully enclosed gear case. Other famous Simplicity features.

\$2195* Implements extra

NEW 2 H.P. Model "L", a twin to the "M" designed for lighter work. Briggs & Stratton Model N engine. Other Simplicity engineered features.

Implements extra **\$1495***



*Prices F.O.B., Port Washington, Wis.

fill out and mail today!

ACT NOW!

Just send us a brief description of your sales and service facilities. Include one financial reference to help us speed action on your request. Start making money with the Simplicity line *this spring!*

I'm interested in the profit opportunity in a Simplicity dealership. Please send all information as soon as possible.

SIMPLICITY MANUFACTURING CO.
DEPT. T-3, PORT WASHINGTON, WIS.

NAME _____

ADDRESS _____

CITY _____

STATE _____

Planning Effective

FIELD DEMONSTRATIONS

CAREFUL consideration of a proper site for a field demonstration often means the difference between a highly successful event and a dismal failure.

That's the opinion of D. M. Mattox, owner of the Mattox Motor Company of Aberdeen, Mississippi, and a veteran of 20 years in the farm equipment business.

"A good demonstration often is spoiled by a poor location, while a demonstration accorded only limited publicity may attract a throng of spectators, if the farm on which it is presented has been well chosen," he says.

Mattox presents about four field demonstrations every year, and nearly all have brought in profitable orders for tractors and other machinery.

"While most of these sales are the aftermaths of these demonstrations, occasionally we do sell a piece of equipment on the spot while a demonstration is in progress," said C. Mizell, store manager.

"The first point we consider in choosing a site for a field demonstration is the proximity of other farms," he continued. "We prefer a field where there are several small but prosperous farms nearby, rather than a couple of large ones. This increases the number of possible spectators.

"But we are careful also to select the farm of a prospect who is just about 'sold' on one of the pieces of equipment we are going to demonstrate. Then we try to close the sale in the field after the demonstration. Of course, when we are able to do this, the purchase acts as an excellent stimulus for additional sales. We try to wait for the 'psychological' moment to get the customer to sign on the dotted line and then make the most of our opportunity. We've

Field demonstrations when conducted on carefully - chosen sites often can be the most effective means of impressing farmers with the advantages of owning mechanized units

been able to close many additional sales through use of this strategy."

Mizell said that the types of roads leading to the demonstration field also were considered, as well as the type and age of equipment on adjoining farms. If a number of farmers in a certain locality had recently purchased new disc harrows for example, no field in that section would be used for a harrow demonstration, unless additional prospects were thought to be available.

Any type of field demonstration naturally represents a considerable expenditure of time and money, Mizell pointed out, and it follows that Mattox Motor Company wants each demonstration to result in the greatest possible returns.

"We do little or no talking at these demonstrations, unless someone expresses interest in a

piece of equipment," explained Mizell. "We've found the best procedure is just to let the prospects look. We let them make their own decisions."

A Mattox field demonstration normally gets underway between nine and ten a.m. By this time the farmers have completed their morning chores, attended to other necessary matters for the day and have had an opportunity to rest a bit. The demonstrations usually are of two to three hours' duration.

"However, the time is determined entirely by circumstances," Mizell explained. "Sometimes we hook up a disc and find that after 30 minutes or so, interest in the demonstration is waning. When this occurs, we immediately wind up the demonstration. The surest way of killing a demonstration is to prolong it after the customer has lost interest. The thing to do is to quit just before the prospect decides to go home."

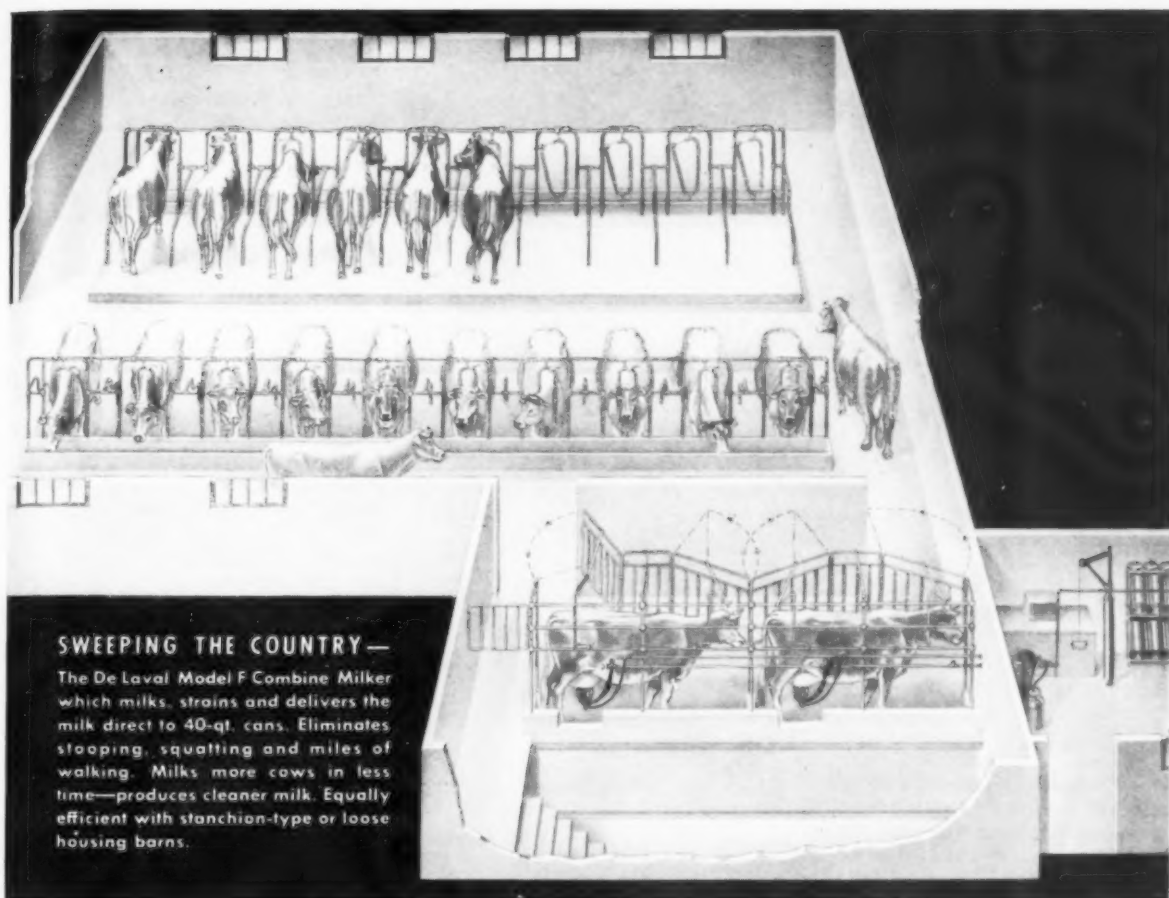
But Mattox Motor Company will prolong a demonstration too. If the operation of a certain piece of machinery seems to be receiving close attention, then the equipment is put through its paces again, and an additional machine hooked up. Farmers are invited to ask questions and request certain types of operations.

"No two demonstrations come off exactly the same way," pointed out Mizell, "so there's no use trying to set down any hard and fast rules for their presen-

(Continued on page 121)



C. Mizell, manager of the company, checks list of prospects obtained through demonstrations



SWEEPING THE COUNTRY—

The De Laval Model F Combine Milker which milks, strains and delivers the milk direct to 40-qt. cans. Eliminates stooping, squatting and miles of walking. Milks more cows in less time—produces cleaner milk. Equally efficient with stanchion-type or loose housing barns.

Be "Out Front" with DeLaval

There's a great deal of satisfaction—and profit, too—in representing the De Laval line which since 1878 has always been first with the best.



New De Laval Magnetic Speedway Milker

De Laval engineered for still better, faster, cleaner milking. New stainless steel unit and Pulso-Pump.



New De Laval Sterling Speedway Milker

Another great new De Laval Milker for better milking at lower cost. New from stainless steel units to pump.



New De Laval Sterling Speedette Milker

Especially designed for the man who milks 10 cows or less... low in price... inexpensive to install... relieves the drudgery of hand milking for the small herd owner.



New De Laval World's Standard Series Separator

Cleanest skimming, easiest - to - clean separators ever built. Every part milk touches is stainless steel.



New De Laval Speedway Food Freezer

For better food preservation and better farm living. Improved table fare at lower cost. Beautiful in appearance—dependable and economical.



New De Laval Speedway Milk Cooler

Feature forced circulation of cold water and thus achieve rapid, thorough and low-cost milk cooling. Built in five sizes and eight models.



New De Laval Speedway Water Heater

Engineered for the dairyman. Supplies 12 full gallons of 185° water. Lifetime copper tank.



New De Laval Speedway Vacuum Can Hoist

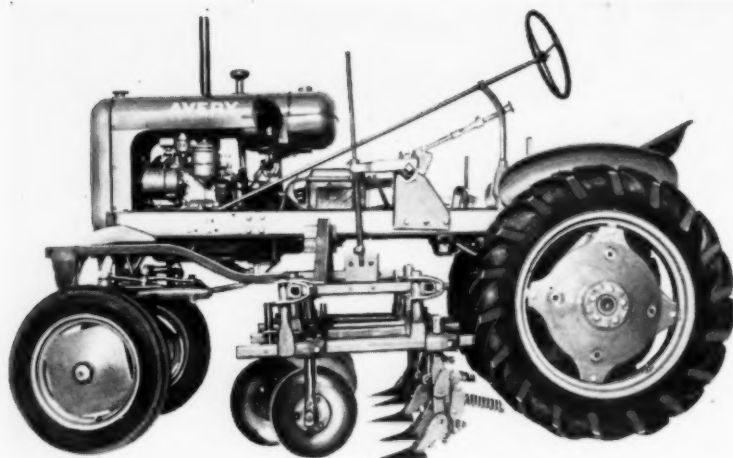
Takes the work out of loading and unloading the milk cooler. Operates on 10 inches of vacuum supplied by milker pump.

Write Your Nearest De Laval Office



For Full Dealership Information

165 Broadway, New York 6
427 Randolph St., Chicago 6
61 Beale St., San Francisco 5



New Cross Cultivator For Cotton Growers

B. F. AVERY & Sons Co., Louisville, Ky., has introduced a new cross cultivator for speedy and economical mechanical cross cultivation of cotton.

Regular and evenly-spaced cross-rows are cut, and repeat cross-cultivation may then be carried out frequently and speedily, it was announced. Accepted planting methods are not disturbed, and the usual cultivation up and down the rows remains unchanged.

Cotton is drilled in 36, 38 and 40 inch rows, which are cultivated as usual. When chopping would ordinarily become necessary, the cross cultivator is used to chop out the drills, leaving regular cross rows of 18, 19 or 20 inches as required. Middles are not disturbed. Avery "V" tractors have the right wheel base so that beds are plowed but middles are left even for regular cultivation of rows. After the first cross-cultivation, both rows and cross rows are level for fast operation. The result is said to be a regular, even arrangement of rows 36, 38 or 40 inches apart, and cross rows 18, 19, or 20 inches apart.

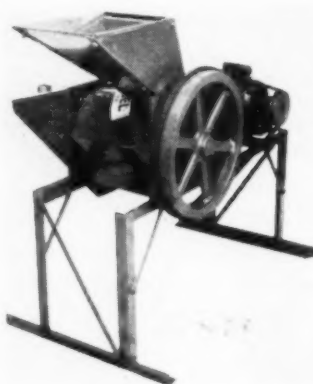
Repeat cultivation is easy and inexpensive. According to the manufacturer, tests made in the Mississippi Delta during the cotton season last year showed a saving of \$20. per acre, and fields otherwise abandoned to grass and weeds were made to produce three-quarters of a bale to the acre, when cleared with the cross cultivator.

Easy width adjustments also render the unit adaptable to the

cultivation of beans, peanuts, and all vegetable crops, it was announced.

Scottdel Introduces Midget Corn Sheller

S COTTDEL, INC., Swanton, Ohio, has started production of the Scottdel Huskie, believed to be the smallest cylinder type power sheller on the market, as well as the lowest priced, selling at about one-



third of the cost of any previously available sheller, it was announced.

Powered by a $\frac{1}{2}$ h.p. electric motor, the Huskie is capable of shelling 20 to 25 bushels of corn per hour at an electrical cost of $\frac{2}{3}$ cents per hour, it is claimed. Height of the hopper is 36 inches.

According to the manufacturer, the Huskie will clean the cob of every kernel of corn, regardless of the size of the ear of corn.

Deere Announces 12-Foot Pull-Type Combine . . .

J OHN Deere, Moline, Illinois, announces a new 12-foot, pull-type combine designed to set new economy standards in large-acreage harvests. One man has complete control of the tractor and combine. From the tractor seat, he raises or lowers the hydraulically controlled platform, and operates the separator and grain tank throw-out controls.

From the platform on the back through the machine, the No. 65 is basically the same as the No. 55 self-propelled combine. Tremendous capacity in feeding, threshing, separating, and cleaning units is said to insure big daily acreage and more grain saved. The 56 h.p. Hercules motor is said to have ample power in the heaviest crop and for the toughest threshing. As in the No. 55, the motor is on top of the combine for better balance, greater field stability, and greater ease of servicing. Motor is regularly equipped with self-starter.

The 45-bushel tank can be emptied standing still or on the go in $1\frac{1}{2}$ minutes or less.

Streamlined construction and freedom from unnecessary weight insure light draft. A two-plow tractor easily handles the No. 65 in practically all field conditions, the manufacturer announced.

Now more features than in any previous year

THE
IMPROVED
1950

GREAT AMERICAN

WITH STALKWALKER

* Fifty-Feature CORN HARVESTER



● **Exclusive Patented STALKWALKER**—no gathering chains to clog or break. Six 4-bladed cams, geared to ground speed, "walk" stalks vertically into snapping rolls. Put an end to sheared and broken stalks, clogged rolls, slugging and over-loading.

● **Husking Bed Adjusts From Tractor Seat**—Without Dismounting—Equally efficient for contoured fields and in straight rows, on level or rolling ground. Leveling adjustment enables machine to operate on reasonable side hills.

● **Efficient Modern Lubrication**—5 sealed gear boxes, with gears turning in an oil bath... require only occasional servicing. Only 26 easily-accessible Zerk fittings cut greasing time to 4 minutes.

● **Steel Cut Gears and Anti-Friction Bearings**—34 anti-friction ball and roller bearings; 22 bronze bearings. Heat treated steel cut gears at points of greatest stress. 5 safety clutches. All adjustments easily accessible.

* 50 performance features that give you a better competitive advantage

Better than ever before, Great American's 1950 Harvester is years ahead with such selling features as—straight-line draft from drawbar to wagon tongue, easier pulling, quick snapping, cleaner husking with longer rolls, and trash ejector. Weight—2170 lbs. These and many other new features give you powerful sales ammunition.

Based on field experience in 12 states, under varying conditions, the Great American Corn Harvester has been further improved by more endurance, smoother picking, larger capacity, easier guiding, stronger construction and better lubrication throughout. Harvests 8 to 12 acres per day with standard farm tractors. Harvester is tested by actual running before leaving factory. Shipped set up—can be assembled in one hour. Complete sales helps and extensive farm paper advertising bring you a harvest of sales in a protected area. Write for complete information.



GREAT AMERICAN SNAPPER-PICKER

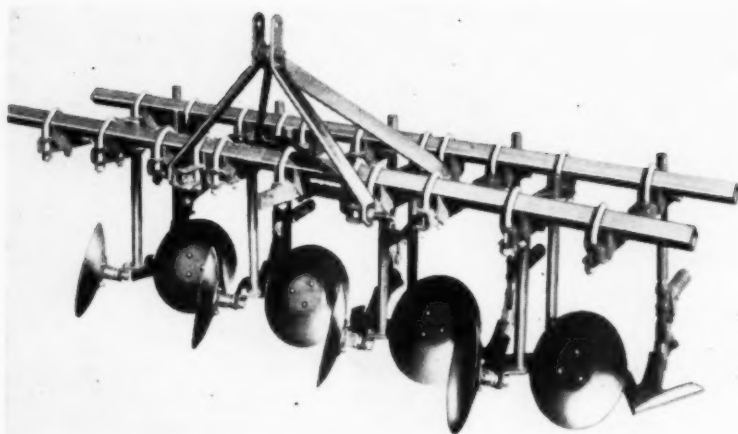
Also equipped with the patented STALKWALKER. Literature on request.



GREAT AMERICAN FARM IMPLEMENT CORP.

Dept. 54, 39 S. LASALLE ST., CHICAGO, ILL.

SOUTHERN FARM EQUIPMENT Section for MAY, 1950



Hamill Introduces Cotton Cross-Pow Cultivator . .

THE Hamill Manufacturing Co., Washington, Mich., has introduced a cotton, cross-pow cultivator, which will permit cross-powling twice. The tractor with the cultivator is said to block in one day the same acreage as 20 to 30 average hoe hands.

Hamill's cross-pow cultivator is designed to allow easy adjustment—hills can be left as narrow as 18" apart for greater yields per acre. The hills can be blocked at any width, regardless of the drill spacing. The first time over, the hills can be left 5" wide; and in the second operation, if conditions warrant, they can be reduced to three inches, it is claimed.

Further information is available from the manufacturer.

Turley Markets New Grassland Special Seeder

J•TURLEY Co., Bloomington, Ill., is now marketing the Grassland Special Seeder, a new unit especially designed for the rancher, dairyman, grassland farmer and fruit grower.

Said to cut pasture improvement time in half, the Grassland Special Seeder broadcasts granular nitrate, pellet fertilizers and small seeds at the same time in accurate, individually controlled amounts. Clover, timothy, alfalfa and other small seeds can be spread quickly and accurately by one man.

For the fruit grower, the new Turley seeder is said to permit even fertilizing and sowing of cover crops over entire area between trees, with finger-tip control of material flow, saving many dollars worth of valuable seed and fertilizer.

New Dearborn Subsoiler Loosens Packed Subsoil

M•D. HILL, general sales manager, Dearborn Motors, Detroit 3, Mich., has announced addition of a new and improved subsoiler to the Dearborn line of farm equipment. Used to loosen packed or impervious subsoil, the subsoiler

is designed for operation by Ford tractor hydraulic touch control.

The new unit will operate to a depth of 15 inches or more and has a beam six inches wide made of 3/4-inch high carbon steel. Designed so that it can be reversed end for end, the beam is said to have almost double the life of an ordinary beam. Design of the beam permits the subsoiler to run deeper with less draft, it is claimed.

As the subsoiler is lifted from the ground by Ford tractor hydraulic touch control, folding action in the hitch brings the chisel point up and forward to clear the ground by nine inches. The chisel also is reversible, providing two chisel points. The subsoiler frame is bolted, welded, and reinforced with heavy steel braces, yet it weighs only 100 pounds.

In seasons of long drought on contoured land, the subsoiler is said to increase the water storage capacity and cut down erosion by opening a channel through the hardpan to a depth of 15 inches or more, admitting air and water.

The Dearborn subsoiler, designed to loosen packed or impervious subsoil. It is capable of operating to a depth of 15 inches or more and has a double-life beam that can be reversed end for end and a reversible chisel providing two usable points. It is lifted and lowered by Ford tractor hydraulic touch control



Traction

... that makes Sales climb!

Closing a tractor sale is always easier when you can offer a farmer the type of power that meets his exact needs. Oliver dealers can show prospects how to make hard-to-farm acres on lowlands, sandy spots and steep side hills pay out with the help of a light-footed, sure-footed Oliver Crawler. It's this sort of proof that makes the Oliver dealer's "profit line" point up!

THE OLIVER CORPORATION
400 West Madison Street, Chicago 6, Illinois



OLIVER

"FINEST IN FARM MACHINERY"

Stringer Tractor Has Side-Mounted Sickie Bar

STRINGER Mfg. Co., Lafontaine, Kansas, is now offering the Dependable 3 h.p. garden tractor, featuring a 30-inch, side-mounted, sickie bar, which is said to enable the unit to continuously mow both tall weeds and fine grass without stoppage for cleaning out the machine, since all cuttings fall in the clear beside the tractor.

Design and balance of the garden tractor are said to assure no vibration at any speed, and drive design to eliminate all side draft. Other large bar features in the Dependable mower include: easy raising and lowering for various cutting heights through front gauge wheel; tilable guards for clean weed cutting; and bar raises to vertical position for transporting and storage.

The unit features precision gears running in oil bath; fingertip balance, which is said to guarantee no strain handling for the operator; power with the inherent weight of machine enabling the unit to break sod ground six inches deep with 7-inch turning plow.

The standard cultivator is furnished with six 2-inch reversible steel shovels mounted on separate adjustable and removable shanks. Cultivator depth adjusts with gauge wheel and attaches with drop pin. Tractor and cultivator are designed for either straddle row or in-between row cultivation.

The 2-section, 12-inch disc harrow is designed for working down ground or for cultivation, and sec-

New Stringer garden tractor, with 3-inch, side-mounted sickie bar. The unit operates continuously in both tall weeds and fine grass without stoppage for cleaning, since cuttings fall in the clear beside the tractor, it is claimed



Shown above is the new Atlanta, Ga., branch building of the Massey-Harris Company. The new building contains 56,000 square feet of floor space and about 90,000 square feet of parking and yard space. Don L. Jordan heads the Atlanta organization as branch manager, while E. E. Patrick serves as assistant branch manager

tions are adjustable for either throwing dirt in or out.

A one-year guarantee is given by the manufacturer on all tractors and equipment, it was announced.



Ferguson Introduces New Lightweight Disc Plow . .

HARRY Ferguson, Inc., 3639 E. Milwaukee Ave., Detroit 11, Mich., has introduced a new lightweight disc plow, weighing 500 pounds and with plowing depth controlled by the driver through Ferguson System linkage and hydraulic control. The tubular steel frame is tough and able to withstand the stresses.

The two discs are 26 inches in diameter and 31/6 inches thick, and are spaced 10 inches apart to give cutting width of 20 inches. They are set at a 50-degree angle to the direction of travel and can be adjusted vertically from 18 to 22 degrees. Disc supports are 4-inch diameter steel tubes and are welded to the basic frame.

Side draft is controlled by the floating furrow-wheel, an exclusive feature of the Ferguson plow. Front and rear tractor wheels are set at 48 inches for level fields and from 52 to 56 inches for hillside or contour work.

ANNOUNCING THE BIG, POWERFUL

2 WHEEL

TO RETAIL FOR ONLY

\$129.50

TRACTOR
F. O. B. FACTORY

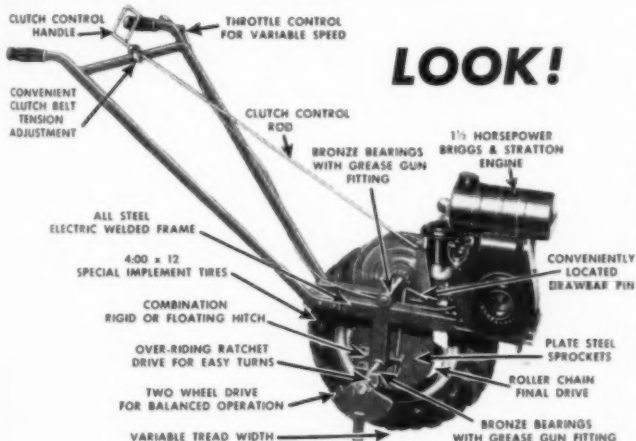
Garden - All
**"CULTI-VETTE"
MODEL "D"**

1½ H. P.
BRIGGS & STRATTON
ENGINE



NEWEST, GREATEST VALUE!
Built to Traditional Garden-All
Quality Standards! Versatile!
Economical! Plenty of Power
with Adequate 2-Wheel Traction!

LOOK!



The new Garden-All "Culti-Vette" Model "D" is built to be the greatest garden tractor value of them all! Study the features and compare! Sturdy, simple construction with nothing to get out of order! It's made to order for today's market. It's designed to boom your sales. It's a real Garden-All priced at a sensationally low figure! Get the dope on a Garden-All dealer franchise today! Mail the coupon NOW! The new Model "D" is available with these attachments: —Disc Harrow, Furrower, Cultivator, Sickle Bar, Lawn Mower, Scraper-Dozer and Dump Trailer. Also a new hitch for adapting hand lawn mowers to the power unit. Don't delay! Today's the day to get started with Garden-All's complete line of 5 tractor models.

NOW! GET GOING WITH GARDEN-ALL!

THE LINE WITH THE
QUALITY FEATURES

Garden-All
LAWN and GARDEN TRACTOR

THAT MEAN
PROFITABLE SALES
FOR YOU!

PASTE ON PENNY POSTCARD AND MAIL

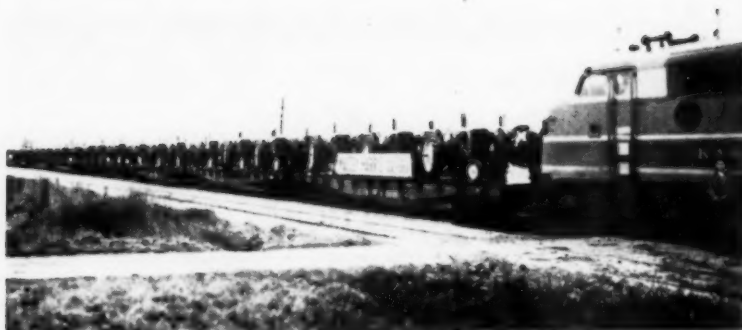
GARDEN-ALL TRACTOR, INC.
110 W. Union St., LIBERTY, INDIANA

We're interested in handling the Garden-All line. Let us know if our territory is open and give us complete information on a dealer franchise.

Dealer _____

Address _____

City _____ State _____



Dubbed "The Texas Special," this trainload of Massey-Harris tractors is the first rail shipment made by the company since before the war. The train consisted of 60 cars of tractors. Most of the Massey-Harris line was represented by the 350 units shipped, including five power sizes and 24 models. The load left the Racine, Wisconsin, factory late in January, and made a daylight run to Kansas City, where the tractors were rerouted so as to reach dealers in all parts of Texas



This new pneumatic pruning device, for mounting on the rear engine of Allis-Chalmers Model G tractor, was recently introduced by Allis-Chalmers, Milwaukee, Wis. The unit cuts limbs up to 2 inches, eliminating the use of hand-operated shearing. The pruner works off of a combined air and oil compressor, shown on Allis-Chalmers G model

Electric Wheel Announces New Model Farm Wagon .

ELECTRIC Wheel Co., Quincy, Ill., announces a new auto steer farm wagon, No. 650.

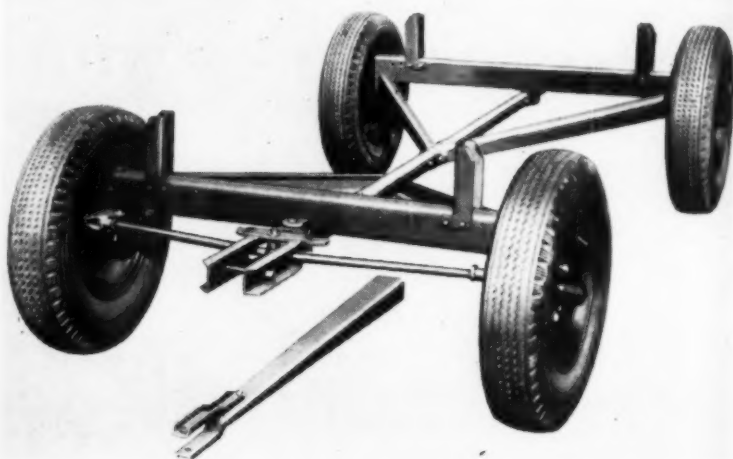
This wagon replaces last year's No. 550 and offers a number of improvements, it was announced. The new unit is said to have a greater capacity (3 tons), larger wheel base, furnished with wheels to take either 15 or 16 inch tires, greater ground clearance, larger spindles and larger axles.

The price of the Model 650 is approximately the same as that of the discontinued Model 550.

The new unit is available without bolsters, with plain bolsters, and with spring bolsters. The bolster units, being interchangeable, make it possible for dealers to offer the wagon any of the three ways by carrying in stock only the one basic unit, plus the

two types of bolsters.

Also added to the company's line this year is the Model 660, which is similar to the 650 but which has a 4-ton capacity.



Triple-Duty Power Mower Introduced by Propulsion

PROPULSION Engine Corp., Kansas City, Missouri, has announced production of a new, triple-duty, DeLuxe Mow-Master, which is said to cut tall heavy growths of grass and weeds, briskly clean the lawn of autumn leaves, and mow velvety lawns.

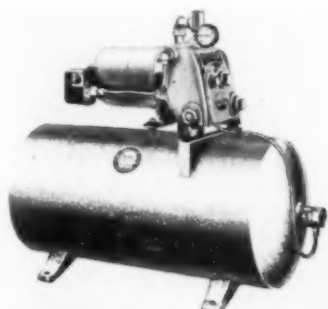
The power mower's ability to thoroughly pulverize grass clippings or leaves is said to eliminate much work and abolish the need for raking, hauling or burning the refuse.



The 1940 Mow-Master, with rotary action, suction-lift blade, requires little effort for operating, the manufacturer announced. The machine is lighter, which is claimed to increase its ease of handling and maneuverability. The improved Power-Pak engine provides increased horsepower for handling tough mowing jobs, an improved drive shaft coupling insures greater protection for the motor, deep skirting and front and rear guards insure safety, and streamlining and a baked enamel finish add to the unit's appearance, it was announced.

New Duro Jet Line Announced for 1950

THE Duro Co., Dayton 1, Ohio, announces that its new Jet line will include both horizontal and vertical models, with motors of $\frac{1}{3}$, $\frac{1}{2}$, $\frac{3}{4}$ and 1 h.p. for shallow and deep well installations.



Included in the new line are the SJ-30-L- $\frac{1}{3}$ h.p. and SJ-50-L- $\frac{1}{2}$ h.p. completely assembled systems illustrated here. These two models are completely assembled on 20-gallon Duro-built hot dipped galvanized tanks and include automatic pressure switch, pressure gauge, air volume control and foot valve or check valve.

These models include long-life, all bronze impeller and ejector assembly for either double pipe or single pipe installation. Motors are of the same h.p. ratings, and the impellers and motor brackets are interchangeable on both the horizontal and vertical models.

Celebrating its 35th anniversary this year, the Duro Co. is referring to the new line as "Anniversary" models. The new line is completely covered in Bulletin 50-A, available to dealers upon request to the Duro Co.

Field Demonstrations

(Continued from page 112)

tation or general arrangement."

A Mattox salesman and frequently a factory representative is present at each field demonstration. The salesman is armed with literature provided by the manufacturer, and this is distributed before and during the demonstration.

"We are never disappointed when a crowd doesn't show up for a demonstration, even though we do our best to round up a sizable group of farmers," said Mizell.

Mizell stressed the importance of "before-and-after" work in connection with the company's field demonstrations.

"About a week beforehand," he said, "our salesman visits every farm in the neighborhood of the demonstration site and spreads the news about the demonstration. Then a couple of days before the event, he makes another trip through the territory to contact any farmers he might have missed on his first visit and reminds some of the men he originally spoke to."

Every field demonstration is followed up closely. All farmers indicating an interest in the equipment demonstrated are vis-

ited by the Mattox salesman as soon as possible. Other farmers present are paid a call as soon as time permits.

In addition to presenting field demonstrations, Mattox urges his salesmen to take prospects to farms where the company's equipment is in use. There, he said, they may see the machinery operating under ordinary conditions.

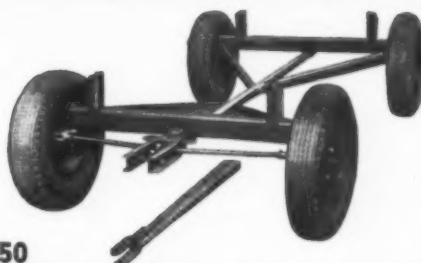
"Seeing that the equipment has actually been purchased by another farmer carries more force than any sales presentation we might make," he declared.

TIMKEN BEARING EQUIPPED

ELECTRIC

The Complete Wagon Line That Meets All Farm Hauling Needs

General Purpose
Auto Steer Type
TWO SIZES



No. 650

Greater capacity, greater structural strength, advanced design. One basic wagon to carry in stock . . . add rocking bolsters or spring bolsters as the customer requires. Capacity 3 tons. The No. 660 is built to carry 4 tons.

Heavy Duty
Fifth Wheel Type
TWO SIZES



No. 600

The "Big Haul" 5 ton capacity. Will do the work of two or three ordinary wagons. Fifth wheel construction.

The No. 620 is built to carry 4 tons.

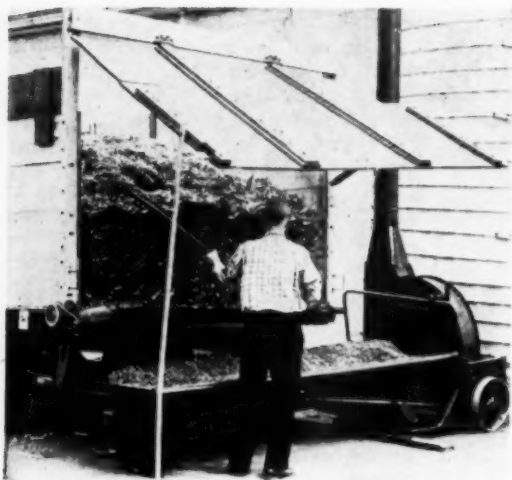
For Special Hauling Jobs



No. 640

The "Cut Under" 4 ton capacity, high arched axles for short turning. Fifth wheel construction. A wagon designed for special hauling jobs.

Write for name of nearest distributor
ELECTRIC WHEEL CO., 2927 Oak St., Quincy, Ill.



New Holland Forage Blower Has Retractable Wheels . .

NEW HOLLAND Machine Co., New Holland, Penn., has introduced an auger-type forage blower with retractable wheels, which are said to end the need of digging to lower the machine for use. A lower table also provides a low operating position (22 inches), which permits placement of wagon

over the auger. The table is 10 feet long, and 38 inches wide, to save clean-up time. It can easily be tilted for faster and easier positioning of wagons.

A 272 square-inch feed opening, nearly double that of earlier models, provides greater capacity and permits faster unloading. Large 8-inch pipe is designed to keep plugging at a minimum.

The large diameter spiral auger

with continuous flight breaks up solid clumps of wet hay and handles chopped corn more efficiently. Capacity is up to 30 tons per hour in chopped hay and 40 tons per hour in silage, it is claimed.

Overall length is 14'1"; width, 5'1"; overall height in operating position, 4'9½"; height in raised position, 12'1½"; weight, 980 pounds; power requirements, 15 to 40 h.p.

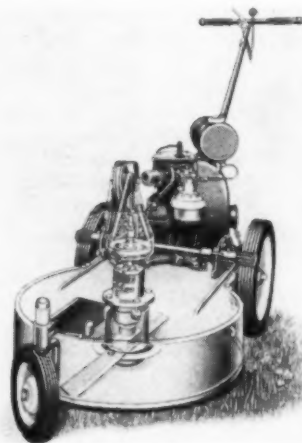
Standard equipment includes a draft control gate, towing hitch, steel wheels, 30 feet of pipe, tilt section and deflector elbow, balanced flywheel and double-end safety bearing for auger.

Available as extra equipment are rubber tires, distributing bucket and down pipe, molasses pump, flexible pipe section, and distributor hopper.

Wind-King Introduces New Moz-All Power Mower . .

WIND-KING Electric Mfg. Co., Merrill, Iowa, has introduced a new Moz-All power-driven mower that does three tough mowing jobs: it cuts and pulverizes thick weeds, it mows lawns, and it does close-up trimming.

The high spinning blade (1800 to 2000 rpm) cuts down weeds over six feet tall. Blade also pulverizes the cut weeds, cleans out shrubs, small trees and heavy matted grass.



When mowing grass, the blade sucks grass straight up, cuts it off even and smooth, and cuts grass clippings into fine mulch.

The three wheel construction, and "wheels-inside-the-cut" allow for trimming close to walls, sidewalks, trees and bushes, it was pointed out.

EXTRA ACRES

of

TROUBLE-FREE WORK

with

"EMPIRE"

Products



Heat Treated for
TOUGHNESS
Tempered for
PERFORMANCE

Extra acres of trouble-free work with ISOTHERMAL HEAT TREATED Empire built ground engaging tools. A new toughness provides a firm resistance to shocks and jolts . . . edges stay sharper, last longer . . . no splitting or curling.



"THE LINE WITH READY TRADE ACCEPTANCE"

1840

THE EMPIRE PLOW CO.

"In Our Second Century of Progress"

CLEVELAND 4, OHIO

1950



Phil Norton

Wisconsin Names Norton Vice President

WISCONSIN Motor Corp., Milwaukee, Wis., announces the appointment of Phil Norton, general sales manager, as a vice president of the company.

Mr. Norton has been connected with the company in a sales capacity for more than 20 years, occupying the executive position of general sales manager for the past 10 years. Recently another honor was conferred upon him through his election to the post of president of the Internal Combustion Engine Institute.

A-C Appoints Stevenson General Sales Manager

THE appointment of R. S. Stevenson as general sales manager of the Allis-Chalmers Tractor Division, Milwaukee, Wis., has been announced by W. A. Roberts, executive vice president of the company. Mr. Stevenson succeeds Marshal L. Noel, who recently resigned.

Mr. Stevenson has been associ-



R. S. Stevenson

ated with Allis-Chalmers since 1933, when he joined the Kansas City branch as a salesman. Two years later he became assistant manager of the company's branch at Omaha, Nebraska. In 1936 he was transferred to the Milwaukee home office as assistant southwest territory manager, and later that year was appointed manager of the Northwest territory, which includes the northwestern states and Western Canada. In 1941 he was appointed Southwest territory manager, remaining in that position until the fall of 1948, when

he became assistant general sales manager.

During the past 17 years, Mr. Stevenson's work has kept him in constant touch with the company's field organization and its industrial and agricultural dealers. His field experience has given him a broad understanding of equipment usage and a general knowledge of the entire tractor industry. His constant contacts with dealers and customers in the farm machinery and construction equipment fields assures an understanding of their problems.



**ON
THE
SPOT**

repairs made easy
Guaranteed-to-fit
HERSCHEL PARTS

When breakdowns occur in the field, repair jobs must be made "on the spot." Time is of the utmost importance . . . the repair parts must fit accurately.

That's why the dealer who is a real "trouble-shooter" keeps a full stock of HERSCHEL PARTS on hand. They're accurately made and field tested . . . guaranteed to fit . . . ruggedly built to fill every requirement of today's high-speed power farming.

Balance YOUR inventory now. Remember, when you're out of stock you miss out on profitable sales.

Use HERSCHEL PARTS for repairing all makes of cutter bars.

R. HERSCHEL MFG. CO., Inc.
PEORIA 8, ILLINOIS

Pioneer Makers of Cutting Parts to Fit Mowers and Combines
Branches: Auburn, N. Y.; Minneapolis, Minn.; Harrisburg, Pa.; Omaha, Nebraska

DISTRIBUTORS:

R. C. Cropper, Macon, Georgia

The Southern Supply Co., Dallas, Texas

HERSCHEL PARTS

Elmburg, Hawkins Named F-M Branch Managers . .

FAIRBANKS, Morse & Co., 600 S. Michigan Ave., Chicago 5, Illinois, announces two changes in branch house management organization.



J. C. Elmburg

J. C. Elmburg, who has for the past three years been manager of the Atlanta branch, has been transferred to Portland, Oregon, where he has assumed the duties of branch manager, succeeding Howard Oxsen. Mr. Oxsen is returning to San Francisco to be



G. A. Hawkins

manager of Diesel engine sales in that area.

George A. Hawkins has been appointed manager of the Atlanta branch. Mr. Hawkins has, for the past several years, been manager of the company's sub-branch at Minneapolis.

Sound Service

(Continued from page 104)

Rayburn has extended his service by calling farm meetings, periodically, at which educational movies show methods of using

these implements which few farmers have ever tried.

Motion pictures are used, also, as an aid in explaining how needed adjustments are made and to point out certain mechanical symptoms which often indicate trouble.

For some of these meetings, Rayburn sends out invitations to a selected list of customers and likely prospects. Just how well he has impressed these present and prospective buyers through his friendly service calls is indicated by the attendance at the last meeting—90 percent of those invited were on hand when the doors opened.

There is another type of meeting to which he invites all farmers. At these gatherings he serves refreshments and shows educational farm movies especially chosen for such an all-inclusive farm audience. The pictures are shown at a large service station building which is rented for the occasion. Tractors, combines and other machines are lined up in front of the Rayburn store as a means of inducing inspection by visiting farmers.

The operation of each machine



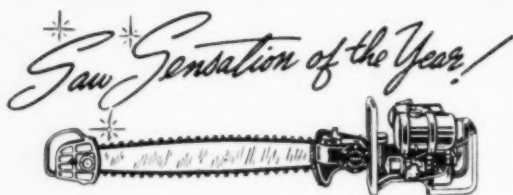
WANTED HARDWARE DEALERS WITH IMPLEMENT DEPARTMENTS

or dealers who can display and demonstrate this brand new design of a ride-on full-view tractor. A junior tractor for large farms... the primary tractor for small acreage farms. The first new design in a decade... now in its fourth year of successful operation... and a profit maker for live dealers.

FAST SELLING TRACTOR TO COMMERCIAL GROWERS, SMALL ACREAGE FARMERS AND POULTRY RAISERS

In a class by itself for commercial growers of onions, celery, carrots, and other truck crops. One model designed for nurserymen cultivates trees 4 feet tall. GH tractor is new... it does not compete with garden tractors or farm tractors. Write for details of selling franchise.

GH TRACTOR GRAND HAVEN STAMPED PRODUCTS CO. GRAND HAVEN, MICHIGAN



New Lombard 30" Two Man Chain Saw — Model 42

4 h. p. — weight only 44 lbs.

Equipped with famous Warren High Speed Chain —

cuts easier, cuts faster, cuts longer without dulling

Also Model 4 19" One Man Saw and Model 7 Master

Two Man Saw in 24, 36 and 48" sizes

Dealer opportunity in some areas

Lombard Governor Corporation, Ashland, Massachusetts

The New Columbiana Cam-Lock Hydrant "Sold the World Over"



Here's a fast-selling new Cam-Lock Hydrant for use on pressure lines.

Sturdily-built with few moving parts, this Columbiana Hydrant has no springs to rust out.

Its many new features include:

- ★ ONE-PIECE BRONZE VALVE BODY
- ★ NON-CORROSIVE VALVE ASSEMBLY
- ★ ANTI-FREEZE ACTION
- ★ CAM-LOCK HANDLE PREVENTS DRIPPING AND WATER WASTAGE

This is the lowest priced hydrant on the market. Write today for complete information.

Fig. H-1200

Established 1888

Columbiana PUMP COMPANY

COLUMBIANA, OHIO, U. S. A.

is shown to new prospects while old customers are shown new tools which would benefit their farming operations. Rayburn believes these meetings are invaluable in obtaining new customers.

In order to impress his follow-up service on more and more prospects, he has reproduced in news sections of the county papers pictures of himself and his representatives showing new customers how to operate or service new equipment.

As additional promotion, Rayburn runs a weekly ad devoted to some general farm problem, rather than to the particular line of equipment which he sells.

These ads are worked out with the help of the county agent, and each advertisement is aimed at calling attention to one particular phase of farming. Public approval of these advertisements is great enough for Rayburn to feel assured that his company receives valuable publicity.

Tractor Stilts for Use in Tall Crops

TRACTOR Stilts, Inc., Blair, Nebraska, has introduced new stilts for tractors to enable farmers to use their regular tractors to spray high corn, tobacco, cotton and cane.

Tractor stilts raise any tractor six feet above the ground. The rear wheel stilts are back-stepped to give stability, and spray tanks are carried below the tractor to further lower the center of gravity, it was announced by the company.

Operation of tractor remains the

same, with no change in steering, braking, or gearing, and no newness to driving.

The stilts are simple to mount, requiring only a chain hoist, set of wrenches and about an hour of time, it is claimed. They can be used for detasseling, drilling, and spraying late weeds and grasshoppers. Of all-steel construction, and with welded box frame, they are priced to sell under \$400.00, the manufacturer announced.

Massey-Harris Buyers' Guide Now Available

THE Massey-Harris Company of Racine, Wisconsin, has announced that its 1950 Buyers' Guide is now ready for distribution. Printed in four colors, the 36-page booklet includes photographs and descriptions of nearly all of the company's full line of farm machines and implements.



First part of the catalog deals with tractors as the most important and universal farm tool, then covers tractor-mounted tools, such as cultivators, listers, bedders, etc.

Farmers and those interested in farming are invited to write the manufacturer for free copies.

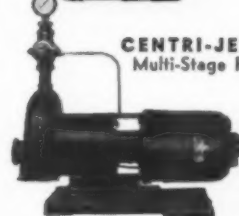


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Presents its New
**JET PUMP LINE OF
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FOR HOME AND
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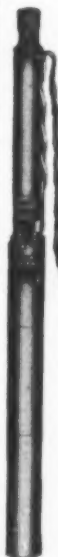


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Single Stage Pumps



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Multi-Stage Pumps

FOR ALL WELLS



Now you can sell one line of pumps and water systems that will satisfy the demands of every prospect. These new jets, plus the Submerga-Pump and Red Jacket's other fine water pumps, offer you the most complete line for home and farm use.

These new jet pumps have features of performance and convenience that instantly show their superiority. They include:

1/4 TO 1 H.P. • HIGH CAPACITY
• HIGH PRESSURES • INSTANT
CONVERSION — Shallow to Deep
Well • PUMPING DEPTHS TO
190 FEET.

All shallow well models are self-priming.

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RED JACKET — REDA "Submerga-Pumps"

The pump that is completely submerged at all times — the pump you never hear — never lubricate. Easy to install — requires a minimum of piping. Your customers and prospects will marvel at this newest of water pumping equipment. For any wells 4" and larger. Sizes 1/4, 1/2 and 3 H.P. Pressures to 550 pounds. Pumping depths to 1200 feet.

OTHER POPULAR RED JACKET PRODUCTS

Shallow Well and Deep Well
Reciprocating Pumps, Centrifugal Pumps,
Cellar Drainers, Frost-Proof Hydrants,
Hand and Windmill Pumps and
Water Conditioning Equipment.

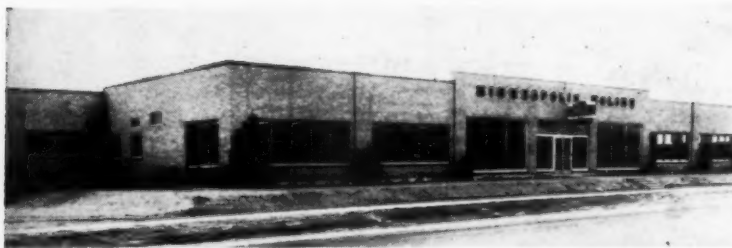


Write us for complete catalog and prices and the name of your nearest Red Jacket Distributor. Address Dept. 534

RED JACKET MFG. CO.

DAYENPORT, IOWA

"The Choice That Makes Friends"
Since 1878



M-M Celebrates Formal Opening of Texas Branch

THE Minneapolis-Moline Company, Minneapolis, Minn., formally opened its new \$250,000 sub-branch office building at Amarillo, Texas, recently by holding open house for more than 300 visitors.

The new building, which ranks among the leading wholesale establishments in Amarillo, has a 203-foot front and is 207 feet deep. It houses 40,600 square feet of floor space, including 15,000 square feet for parts.

The office is completely modern with fluorescent lighting, air conditioning, movable steel partitions and acoustical tile ceiling. The parts department is equipped with all-steel bins and bin-type lighting, and both parts and warehouse departments are designed to accommodate use of fork trucks.

Attending the formal opening events, along with the dealers and blockmen, were the following factory representatives from the Minneapolis home office: Don C. Steinhelber, comptroller; D. L. Larson, structural steel department, who superintended the construction of the building; E. A. Henry, industrial sales manager; Bon D. Grussing, advertising and sales promotion manager.

Others in attendance were Frank N. Langham of Kansas City, manager of the southwestern division; W. E. Knapp, chief engineer of the company's Moline plant; Walter D. Barry of Dallas, manager of the Texas division; Charles L. Lowe of Memphis, Tenn., manager of the southern division; Merle E. Birney of Kansas City, assistant manager of the southwestern division; John R. Baker, Kansas City, credit and

collection manager of the southwestern division; and Frank Vance of Oklahoma City, sales supervisor, southwestern division.

Cotton Mechanization Meeting Set for July

"COTTON Mechanization — Opportunity and Necessity" will be the basic theme of the 1950 Beltwide Cotton Mechanization Conference at Stoneville-Greenville, Miss., July 13-15, Claude L. Welch, director of the National Cotton Council's production and marketing division, announced recently.

The program for the three-day conference set up at a program committee meeting at the Delta Branch Experiment Station at Stoneville calls for an analysis of present-day cotton economics, as well as for discussions of progress and problems in mechanization.

The more than 600 conferees expected to attend the sessions will discuss all phases of mechanization work from land preparation and planting through cultivation and harvesting, although the principal emphasis will be on weed control, Mr. Welch said.

On the second day of the meeting the group will witness a practical field demonstration of experimental machines at the Delta Station under direction of W. E. Meek, head of the station's agricultural engineering department. All machines to be used in the demonstration will be of experimental design, Mr. Meek reported, to give the group a better opportunity to visualize cotton mechanization of the future.

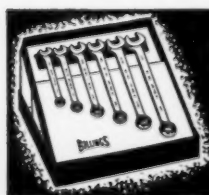
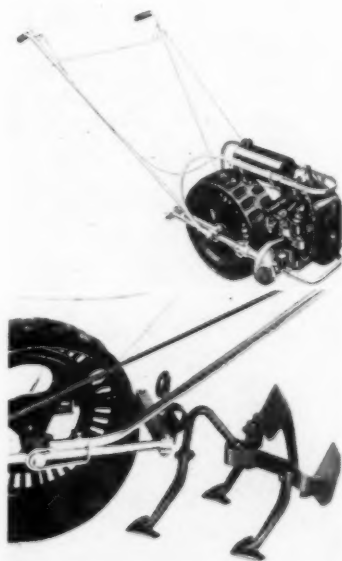
Garden Cultivator for George Tractor Announced

COMMUNITY Industries Association, Sullivan, Ill., has introduced a specially designed two-in-one garden cultivator attachment for use with its George garden tractor.

The attachment is hooked to the draw bar of the tractor with only one pin. The cultivator is a three-shovel cultivator and two-weeder hoe. The two rear shovels are mounted on a 45-degree swivel and may be manually rotated to swing and lower the weeder hoes into operating position. The hoe blades clean ground, and the hoes cut out the weeds.

Because the two rear cultivator shoes and the hoes are swivel mounted, they maintain uniform depth below the ground surface, regardless of the position of the tractor or the angle of the ground itself, it is claimed. Since the George tractor is a one-wheel unit, it turns in short radius, making it useful in small or cramped garden areas.

There are no wrenches or bolts required to hook up or adjust the tools. The attachment is listed at \$7.95 and the tractor at \$97.50, f.o.b. Sullivan, Illinois.



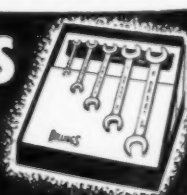
BILLINGS LIFE-TIME WRENCHES

IN SMART LOOKING GIFT SETS

For Profitable Father's Day and Year 'Round Gift Profits.

THE BILLINGS & SPENCER CO., HARTFORD 1, CONN.

SEE YOUR WHOLESALE





Sub-branch Opened by Case in Charlotte, N. C.

FORMAL opening of the J. I. Case Co.'s sub-branch building in Charlotte, N. C., recently, attracted numerous dealers to the day-long event as well as officials from the company's home office in Racine, Wis., and from the Atlanta branch office.

The new building which measures 150' x 200' is of modern brick construction and has outside dock facilities measuring 20' x 75'.

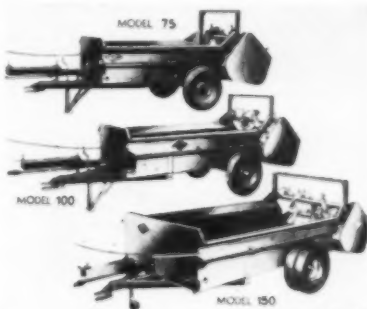
The unit will operate under the Atlanta office, according to announcement by L. S. Devoe, Atlanta branch manager.

Perfection Enlarges Cobey Spreader Line

THE Perfection Steel Body Co., Galion, Ohio, has announced the addition of two new sizes to the Model 100 power-driven spreader, to give Cobey dealers a complete range of sizes to fill every demand and pocketbook. The two new sizes are Model 150, claimed

to be the world's largest spreader, and Model 75, a small-size spreader.

Model 150 is said to have a maximum capacity of 150 bushels with the side and end extension panels in place for use as a self-unloading



wagon. It is equipped with dual wheels to carry the extra-large loads over soft surfaces. Model 75 has a maximum capacity of 75 bushels with the side and end extension in place.

Each model is built of Perfect-

Aloy sheets which are claimed to resist corrosion four to five times longer than ordinary steel.

All three models of Cobey spreaders have the same advanced features of construction and operation which, the manufacturer states, result in a superior spread pattern possible only with all mechanism being driven direct from tractor power take-off. The manufacturer also announced that a finer shredding and a wider, more uniform spread is obtained with the Cobey spreader.



Genuine
Red Devil
ELECTRIC FENCER



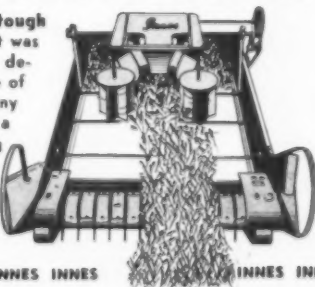
For the control of stock, etc. by means of a single wire fence, these RED DEVIL FENCES feature the intermittent shock (safest, most effective). Exclusive "wheel" action uses current only instantaneously—they're real "juice" misers. Guaranteed. Complete with all accessories, instructions, diagrams. Stimulate sales of fencing, wire, batteries, etc.

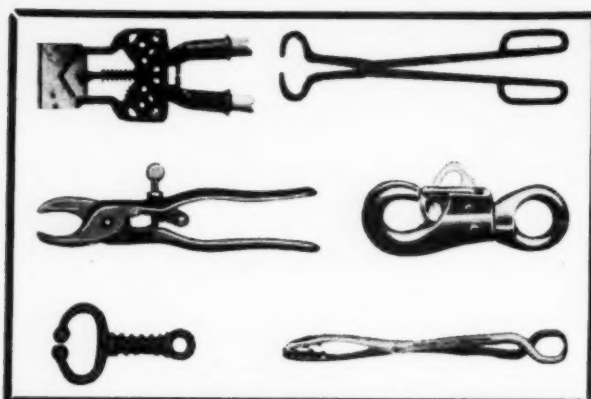
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You can make a dependable annual income
SELL THE *Innes* WINDROW FEEDER

"Make us a machine that will smooth out these tough windrows, so we can thresh easier!" This request was made to Innes Company so many times that they developed the Innes Windrow Feeder. The only machine of its kind on the market, the Feeder distributes any windrowed crop evenly along the entire length of a full length threshing cylinder. Operator can travel $\frac{1}{3}$ faster without extra power. Send for free literature to give your prospects. Drop a card or letter to Innes Company, Bettendorf, Iowa, makers of Innes Windrow Pick-Up and Feeder, Constant Power, and Bean Windrower.





MOLINE STOCK RAISERS' SUPPLIES

hog holders, ringers, pig forceps, cattle leaders, snaps, dehorners, etc. — the kind that good farmers use!

YOU can profit by having the complete line of Moline hog and cattle raisers' supplies in your store. Customers make a habit of going to the store where they can find and buy what they want.

The items shown above are representative of the high quality products that Moline Iron produces for good farmers.

Write to us for folder describing the complete Moline farm tool line. Then order through your nearest jobber.

SEVENTY YEARS OF SERVICE



STAR

SERVICE SHARES

*Fully
Guaranteed*
AS TO QUALITY,
FIT, AND FINISH



Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog and trade prices.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

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Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 119

June, 1950

No. 6

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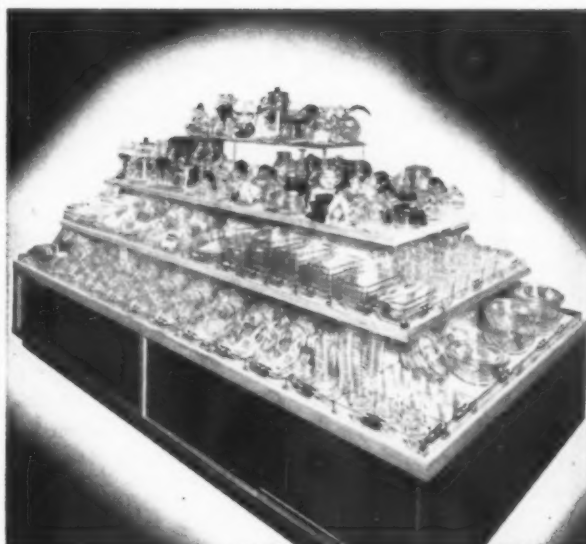
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SOUTHERN HARDWARE for JUNE, 1950

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SHOPPING ISLANDS

Are Flexible and Versatile!

It's "eyes right" . . . *right* on your featured merchandise when it's displayed on easy-to-see, easy-to-reach display fixtures . . . they're Association-designed for Association members only. Attractive Shopping Islands add 50% more display space to your store. They're durably-constructed of high-grade mahogany, oak or birch, with ample storage-space underneath for reserve stocks. Top step-ups can be quickly arranged to accommodate all sizes and shapes of merchandise.

Association Step-Up Display fixtures are unexcelled in beauty, workmanship and price. They are shipped completely assembled, ready to go to work at once. See association-designed fixtures *first* before you buy!

For Complete Store Planning
Consult Your State Association

Streater INDUSTRIES, INC.
SPRING PARK, MINNESOTA

● Our Fixtures Available Only
Thru State Hardware Ass'ns ●

The Round trademark will boost your sales!



Complete line... Recognized top quality... Strong sales support

The ROUND trademark means more chain volume for YOU . . . more customers, steady repeat business, greater customer satisfaction and higher profits.

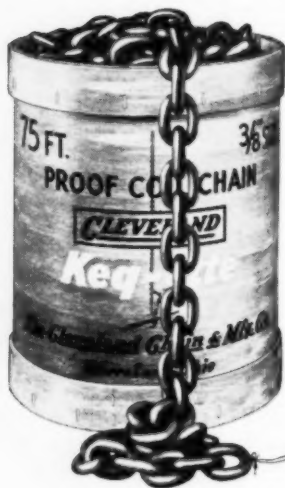
You profit because your customers can meet all their chain needs from one single source—you! ROUND makes chain of every type . . . Proof Coil, Brass Safety, Double Jack . . . a hundred other kinds from small links used in precision instruments to massive anchor chain.

ROUND has stood for top quality in chain since 1869. Your customers know and trust the ROUND name.

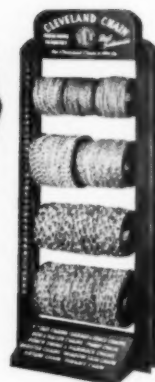
Six large plants with warehouses in principal cities guarantee that your requirements will be filled promptly and efficiently.

Continuous ROUND trade and national advertising, modern packaging, a full assortment of selling aids—plus planned sales promotion—help you get more orders, faster.

Cash in on these ROUND sales advantages:
(1) Complete Line (2) ROUND Quality (3) Sales Support. They're real profit boosters! A-2833



Kegettes are ideal for store display . . . boost sales . . . are easy to stock. Each contains one of following quantities of Proof Coil or BBB Coil Chain (self colored or hot galvanized): 250 ft., $\frac{3}{8}$ "; 150 ft., $\frac{1}{2}$ "; 100 ft., $\frac{3}{4}$ "; 75 ft., $\frac{1}{2}$ ".



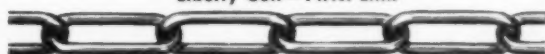
The Reel Salesman turns the sales spotlight on chain. It holds 4 reels (or their equivalent in $\frac{1}{2}$ or $\frac{3}{4}$ reels) of popular small sizes of welded and weld-less chains.



Proof Coil or BBB Coil



Liberty Coil—Twist Link



Liberty Coil—Straight Link



Liberty Machine—Twist Link



Lock Weave or Triumph Pattern



Buckeye or Brown Pattern

CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co.

Cleveland 5, Ohio

ROUND Associate Chain Companies

The Bridgeport Chain & Mfg. Co., Bridgeport, Conn. • The Cleveland Chain & Mfg. Co., Cleveland, Ohio • Round California Chain Co., So. San Francisco and Los Angeles, Cal. • The Round Chain & Mfg. Co., Chicago, Ill. • Seattle Chain & Mfg. Co., Seattle, Wash. • The Southern Chain & Mfg. Co., Birmingham, Ala. • Woodhouse Chain Works, Trenton, N. J.

DO WE WANT "FREE" ENTERPRISE?

No. 2 in a series of editorial messages

WE'VE been hearing a lot about our "free enterprise" system. But what's "free" about it? Is it, as we are sometimes led to believe in an election year, a system under which a governmental Santa Claus is supposed to provide us with a bountiful supply of free goods and services?

Not at all! Our "free enterprise" system means freedom of opportunity to engage in any business enterprise we may choose.

In the pioneering days in this country, each family built its own home, raised its own food, made its own clothes. But long, hard hours of toil were required to produce just the bare necessities of life. Gradually it was found that more goods and services could be made available if each person specialized on some one trade or occupation. So we developed into a nation of farmers and carpenters and plumbers and manufacturers and storekeepers.

In this development there has been opportunity for all, limited only by individual ability and industry. There has been freedom to engage in the occupation of one's choice. There has been incentive to work hard and efficiently, for the rewards have been in proportion to what each one produced.

To keep the "system" operating satisfactorily, the necessary checks and balances have been imposed automatically by the law of supply and demand. If, for instance, too many people began to make shoes, the supply soon became greater than the market would absorb and the less efficient operators had to find other occupations.

Under this system with its automatic checks and balances and its rewards for efficient performance, we have attained a standard of living which is the envy of the entire world. We have more than three-fourths of all the world's automobiles. We have 30,000,000 electric refrigerators and we have nearly 40,000,000 radios, or an average of about one for every home. And along with a constant increase in the per capita production of goods and services, we have steadily reduced our

working hours. We have more time for recreation and play.

If this system has worked out so satisfactorily, why is it necessary to defend it? Actually, the principle of free enterprise needs no defense. There are relatively few people in this country—communists or socialists—who are openly opposed to our economic way of life. But what we must guard against are those who, under the guise of "economic planning," would gradually cripple and finally destroy our free enterprise system.

"Let us take care of you from the cradle to the

grave," say some of the politicians and economic planners.

"Let us provide low-cost housing, low rents, free medical services, ultra-modern schools, super highways. Let us give high prices to the farmers and low grocery bills to the consumers. Let us provide higher wages and shorter working hours by legislative decree instead of waiting on the natural economic processes. And along with all this, let's set up such large social security benefits

that it will not be necessary for you to work hard and save for the proverbial 'rainy day'."

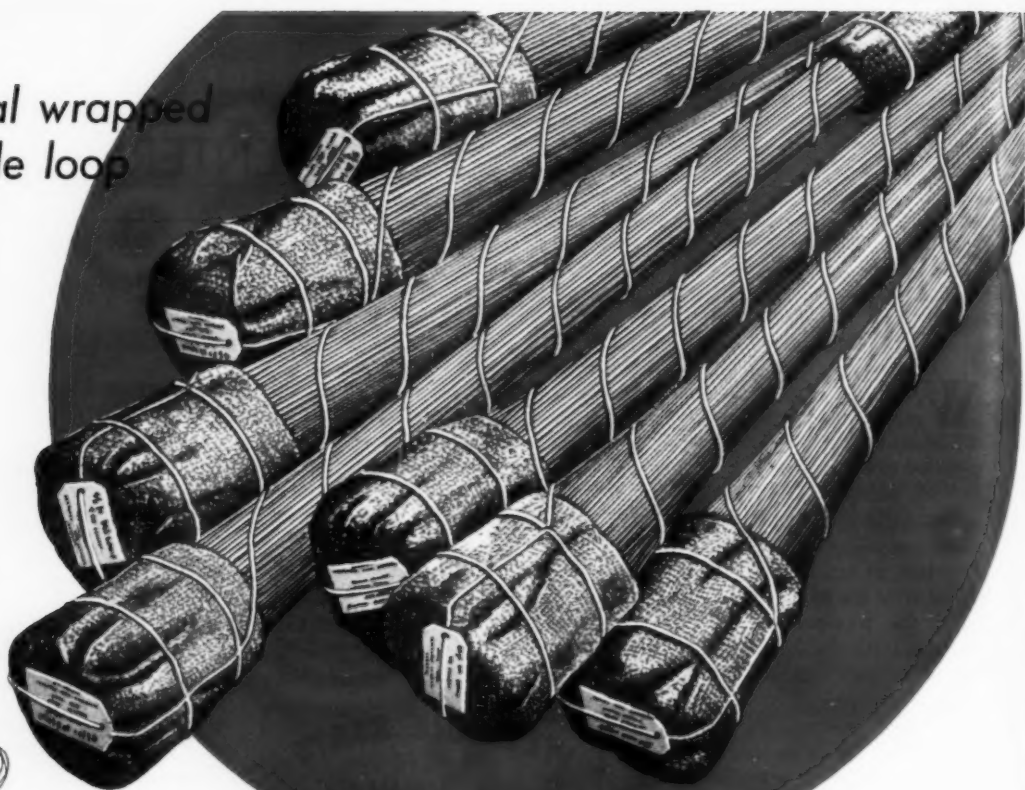
Unfortunately, the economic planners do not realize or purposely ignore these simple truths: We cannot legislate a higher standard of living; it can be attained only by increased production of goods and services. We cannot spread prosperity by printing and distributing more money.

In their glittering promises the economic planners set up the mirage of a welfare state in which government provides complete security for its citizens and makes prosperity automatically available to all. But what has resulted from such promises in Britain—or in Russia?

Our "free enterprise" system—with its opportunity and incentive and freedom for the individual—has brought to America the greatest prosperity and widest diffusion of wealth that any nation has ever known. That is a proven fact. In striking contrast is the dismal record of socialistic experiments in other lands.



spiral wrapped
single loop



Tie in to a bale of profits

WITH DIXISTEEL BALE TIES

Dixie farmers are baling more hay and forage than ever before. This means you will have more calls for baling wire this year. Cash in by making your store headquarters for DIXISTEEL Bale Ties.

Farmers prefer them because they are easy to work, yet strong enough to withstand more strain than is ever brought to bear on them.

And dealers prefer them because the special Spiral Wrap keeps the bundle in perfect condition, stiffens it and makes it easy to handle. Ties do not become bent or tangled. The bundle is clearly tagged on the end to show the gauge and length of ties.

A complete range of DIXISTEEL Bale Ties is available.

Order now from your wholesaler
and be ready for harvest time!

Atlantic Steel Company

MAKERS OF DIXISTEEL SINCE 1901
ATLANTA, GEORGIA

The men's department is completely stocked with sporting goods. Right, Bill Dowdle helps a customer select a rifle, while below, a fishing enthusiast inspects a fishing net

**Promoting
Sporting Goods
through a**

MEN'S DEPARTMENT

By Richard Lane



A BASEMENT sporting goods department, stocked to the brim with indoor and outdoor sporting goods and merchandise of special interest to men customers, has proved to be a profitable innovation for the DeSoto Hardware Company, Memphis, Tenn.

One of Memphis' oldest and best known hardware stores, this company had never stocked more than one or two tables of small sporting goods items until a few months ago when it was decided to enter the field on a large scale despite the competition of several large and well-established exclusive sporting goods stores.

As part of its transition, which included a new building, the store installed a "men's department" in its basement, 34 x 95 feet and attractively panelled in satin-finished, knotty pine, with a tile board ceiling and fluorescent

lighting. The department was stocked with a full line of sporting goods and hobby shop merchandise.

Now, after a satisfactory test period, the company is convinced that its new department is destined to become one of the store's most important divisions.

The assured success of DeSoto's "men's department" is proof that progressive hardware stores can sell a large volume of sporting goods and at the same time boost the sales volume of other departments through increased store traffic.

Undoubtedly, what DeSoto Hardware Company has done, other hardware firms can do if willing to make a similar investment in stock and a concentrated effort. The success formula is no secret—it is simply a matter of a wide variety of merchandise

backed by aggressive selling and promotion.

Bill Dowdle, assistant store manager, does most of the selling in the "men's department" because he has a natural fondness for sports. A similar liking for sports also is characteristic of others who serve in the department.

"In opening a complete sporting goods department, where, for many years, we had offered only a few items such as fishing plugs and rods and small ammunition, we realized that we had to do a real job of promotion," Dowdle explains. "So we immediately began to publicize our new department. We launched an advertising program in a newspaper and have continued to advertise. A large display ad appears each Friday afternoon. We believe the timing is good for the week-end fisher-



The well-stocked department contains practically all those items of interest to those customers who engage in outdoor activity. Here, a housewife looks over some outdoor grill equipment. Note the pine panelling which gives the store an "outdoor" atmosphere

man, hunter or ball player.

"As part of the promotion, we put a prominent sign just inside the main door to the store, directing traffic to the sporting goods in the basement. Also, we use one front window for display of sporting goods. We change this window once a week to keep interest high.

"We have tried to give our department a real sporting atmosphere. The pine panelling, with stuffed and mounted game trophies on the walls, appeals to the outdoor-type of man.

"Divided into sections with plenty of floor and wall space, the department has something to interest any man who likes sports or hobby shop work."

The store has found that the sale of hunting and fishing licenses, as a convenience to its customers, can be a good business

Power tools are an important item in the inventory of the department which carries a complete line for hobby shops. Here, Dowdle tries a machine. Below: a permanent feature of the department is this train display. Sales and service are promoted on a year 'round basis



stimulant. The store sells Mississippi and Tennessee hunting and fishing licenses and soon expects to handle Arkansas licenses. While many stores selling such licenses charge a small fee, usually 25 cents per license, for the service, DeSoto sells the licenses at cost as a courtesy. The store

took on licenses as part of its expansion.

A close look at the hunting and fishing equipment gives an idea of the size of the department and the variety of stock carried.

Prominently displayed in the men's department are hunting clothes, including caps, jackets, plaid shirts, sox and boots—and they sell, too.

Fishing items include bait and minnow buckets, reels, poles, lines, hooks, flies, seines and small nets, spears, vacuum bottles and water jugs, kerosene oil lanterns, charcoal burners, portable and insulated ice boxes, food chests, outboard motors, outboard motor oil, aluminum boats, plywood paddle boats, paddles and life preservers, for both adults and children.

For the hunter, there are shotguns and rifles and ammunition, hunting knives, insect repellents, gun cleaning packs, gun grease and oil, duck decoys, steel traps, gasoline camp stoves, etc.

(Continued on page 48)



ACCOMPANYING the record volume of home building is a strong demand for lawn fencing, and for the dealer who properly promotes this line there is opportunity for substantial profits both from fencing and from related merchandise, according to Bill Taylor, department manager of Turner and Pierce Hardware Co., Navasota, Texas.

So successful has been its promotion of this line that Turner and Pierce Hardware has bought an assorted carload every 30 or 60 days, with smaller orders often supplementing the regular shipments. This amount of stock is

needed to satisfy the demand which the firm has built up for lawn fencing.

"For some time there has been a terrific demand for lawn fencing," Taylor said. Home builders want it to enhance the beauty of their homes and lawns, and it also has a practical use. Yards are

landscaped with shrubs and flower beds. Fencing keeps stray dogs and cats out. Also, people with children fence in their lawns so that the children may be put out to play without wandering off.

"These selling points," he said, "are being brought to the attention of the housewife through her favorite consumer magazines, and the dealer should read them to keep up-to-date with the prospective buyers."

To take advantage of the demand, Turner and Pierce Hardware stocks three different designs of lawn fencing in as many different heights—36 inch, 42 inch, and 48 inch.

Fencing is stored in the warehouse which adjoins the large, three-story store, and this is where the customer is taken to select his fencing.

Once the selection is made, and this store does not encourage buying less than a full roll, it is assumed that the customer is going to need fence posts. The store has a stock of metal ones available. Also customers will need staples, staple pullers, stretchers, post hole diggers, a hammer or two, and other items. The clerk selling fencing takes the customer around the store and shows him what will

(Continued on page 50)

Meeting the Demand for LAWN FENCING



So great is this store's demand for lawn fencing that it buys an assorted carload every 30 to 60 days. Fencing is stored in an adjoining three-story warehouse, where the customer is taken to make his selection, above. Taylor, left, shows a power mover to a fencing customer—a practice which usually results in an additional sale

Possibilities in Rentals

faction a home owner gets from handling one job in his home at little cost, sparing himself the price of some new piece of odd equipment, makes rental service a customer accommodation for which he will turn to Mennehan's, because he can't get it elsewhere."

At Meenehan's a customer may rent a one-man gasoline chain saw for \$15 and fell a tree. With the same chain saw he can cut the tree into suitable fireplace logs. Since a professional landscaper would have charged from \$65 to \$100, the customer is well pleased with the service.

Meenehan's has a great belief in human aptitudes at picking up skills. The store was among the first to rent 12-inch electric chain saws. When others hesitated in renting \$300 gasoline chain saws of the 24-inch one-man type, Meenehan's placed it in the hands of inexperienced customers for a deposit of only \$20. Similarly, Meenehan's set up a rental service on electric paint sprayers, electric hammers, posthole diggers, tank sprayers, power lawn mowers of the new rotary, self-propelling type and dozens of other items.

When a customer applies for rental of some unit, he is asked to identify himself with a driver's license or some other valid record.

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Rental Price List

No.	Model	Merchandise	Rent (24 Hrs.)	Deposit
1	Little American	Floor Sander	\$ 5.00	\$10.00
1	L V S	Clarke Floor Sander	5.00	10.00
1	V (6")	Clarke Floor Edger	3.00	10.00
2	SE (7")	Skill Floor Edger	3.00	10.00
2	AE (3"x24")	Cable Belt Sander	5.00	10.00
1	28200	Mall Polisher (rotary)	5.00	10.00
1	5758 (6")	Thor Electric Saw	5.00	10.00
1	60	Mall Electric Saw	5.00	10.00
2	F.H.	Paint Sprayers	5.00	10.00
2	6H	Johnson Floor Waxers	5.00	10.00
2	Streamliner	Johnson Floor Waxers	2.00	10.00
1		1/4" Electric Drill	2.00	5.00
1	380	3/8" Electric Drill	2.00	5.00
1		1/2" Black & Decker Electric Drill	2.00	10.00
3	B & W	Blow Torches	.50	3.00
1		Caulking Gun	.50	3.00
1	Any Size 20 - 40 ft.	Extension Ladder	2.00 a day 9.00 wk. 16.00 2 wks. 22.00 3 wks.	10.00
2	6, 8, 9, 10 ft.	Step Ladders	1.00	5.00
1	6 ft., 8 ft.	Painter's Plank	1.00	5.00
1		Lawn Roller	2.00	5.00
1		Cable Dustless Sander	6.00	10.00
1	9 x 12	Drop Cloth	1.00	3.00
1	12 x 15	Drop Cloth	1.25	3.00
1		Block & Tackel	3.00	10.00

Mr. Hart, manager of the rental department, explains the clutch mechanism of a gasoline chain saw. After the customer is given a thorough demonstration and instructions on the operation of a rental unit, he is held responsible for the condition of the equipment while it is out. In case of damages, he is charged factory repair fees





JUST PLAIN TOM

Well Folks the old monster bass was finally landed. He had been lurking around the old barge in Lake Beresford for many a moon. I went fishing last Saturday with Mr. R. P. Matherson of W. New York Ave. After a mighty struggle we finally landed the old monster bass. After we took him out of the water, the lake went down two feet. Well sir, we thought we had meat on the table but when we started to dress him the old fish had so many hooks in him that we sold him to the junk yard for scrap iron.

There is mighty fine speckled perch fishing in Lake Jesup with the Eagle Claw and Reflecto Spoon No. 1.

Some nice shad are being taken below Stubbs Mill on the right hand side of the river.

Bass fishing at Lemon Bluff has slowed down considerably. Guess I will have to get out and look for the bass. Will let you know what I find out next week.

BY THE WAY

Folks, for some reason or other **MORE** fish are caught off of the **BAIT** that you buy at **DELAND HARDWARE**

Typical DeLand Hardware ad



Experts Sell Our Fishing Tackle

By W. D. Short

DeLand Hardware Co.
DeLand, Fla.

EXPERTS sell our rods and lures, and, while we're not exactly beating off the crowds with a boat oar, our turn-over in the fishing tackle department has picked up briskly as a result of an advertising and promotional campaign we have been following.

When I bought the DeLand Hardware Company in DeLand, Florida, it was one of half a dozen retail hardware outlets in town which were worrying over the fact that an automotive supply chain store was selling most of the fishing tackle.

This section of Central Florida depends heavily on trade from thousands of out-of-state fishermen the year around. Also, fishing is the favorite outdoor sport for about two-thirds of the men, women, and children who live here. We hardware dealers were letting much of this business pass us by. I decided to try to do something about it.

From several years' experience

as a saltwater angler in nearby Daytona Beach, I know that people always are eager to know where the fish are biting and what they are biting. They buy calendars and trick gadgets, try to extract that information from other fishermen by every means but torture, and would consult a crystal ball if they had one, I guess, to find out what they want to know. Why not make it easy for them? Gratitude earned equals business gained.

Working in my store was a long-time resident of DeLand, known for many years as an expert with the rod and reel. He knew his fish, and people often stopped by to talk with him on the subject. If people trouble themselves to ask him about the good spots in the river and on the lakes, why wouldn't they come in to ask him what plugs and lures to use when they get there?

So, as an experiment, I decided

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ACTION Sells Power Mowers

...demonstrations an effective sales aid

AN ARKANSAS dealer who has developed an effective method for selling more power lawn mowers points to one word which covers his major sales effort—Action.

"Move power mowers out front," says Grady Dennis, who with his partner, Jess Dennis, owns the Columbia Hardware Company in Magnolia, Arkansas. "Provide plenty of room for them, and get into action while the prospect watches."

By seven o'clock each morning, a power lawn mower stands on the sidewalk outside this store, ready to be demonstrated the moment an interested passerby stops. The tank is filled with gasoline, and a salesman is close by, to crank the machine for action.

"Cranking the machine as soon as the demonstration begins," said Dennis, "starts the action that sometimes attracts many additional onlookers. Everyone wants to see a power mower in action. Most people want to try it for a few turns, feel its action, and see how

the machine actually operates.

"Power mowers are too new yet to sell themselves. Most of the prospects who want to look are not ready to buy. But power mowers can be sold. When the

prospect sees the unit in action, he starts warming up. If he cuts his own grass, he will want a power mower the moment he finds out how easy it is to operate one of these units."

At least one mower in the front display always is kept ready for the active demonstration. Dennis said he has never sold a unit without giving this power demonstration.

When a special promotional campaign for power mowers is on, the front of the store is prepared for it. That one unit on the outside of the store is there all day. Inside, there is another, with enough space available for a proper demonstration.

Power mowers take up most of the space in the store's newspaper advertising, while the announcer on the store's radio program tells about the active demonstration in progress.

Many people ask for the active demonstration before they are ready to buy, but the salesman in charge of the cranking does not object. Every active demonstration stirs more interest and creates a



Cranking the power mower on the sidewalk when it is demonstrated, above, affords valuable action for both selling the prospect and attracting the attention of other passers-by. Left, garden tools occupy an entire display window and are well-lighted at night to draw attention to the nearby display of power mowers



Left, power lawn mower customers usually need a complete set of garden tools. These occupy a prominent space in the store and are promoted along with power mowers. Among the most popular tools are hedge shears, grass shears, and lawn fencing and other garden items

desire that leads to a possible future sale.

The store shows two sizes of mowers—the 18-inch model, selling for \$79.50, and the 20-inch model for \$119.95. Customers who buy on monthly payments are just as willing to buy the larger unit as the small one, if they have much grass to cut.

Likely Prospects

Lawn mowers are proving to be an excellent item to offer customers who have bought refrigerators and other major home appliances on deferred payments. This list of appliance customers is being used for direct mail and telephone solicitation. The customer who has bought a range or a refrigerator, with a small down-payment and the balance paid over a period of one or two years, can be influenced to buy a power lawn mower the same way.

Related items are promoted vigorously, along with power lawn mowers. Nearly everyone who buys a mower also buys a grass catcher, for \$3.24. If this additional purchase were not suggested, says Dennis, it would not be made.

While mowers are being promoted, hedge shears, grass shears,

garden tools, and lawn fencing are shown and promoted with the power mowers. They have the entire window display, and the No. 1 display area just beyond the entrance. Volume on everything shown in the attractive arrangement soars immediately.

Promoted out front, power mowers are one of Dennis' most effective traffic builders. At night, the display unit is taken inside and effectively spot-lighted so that it can be seen through the windows. Until 10 p.m. it continues to interest passing prospects and to call attention to other items displayed in connection with it.

"Power lawn mowers have a real future," Dennis stated. "We think enough of them to give them ample room for display and demonstration, and to delegate one of

our salesmen to give them special attention.

"This salesman can crank them smoothly when he has a prospect, and he knows how to present all the selling points. We nearly always turn over to him the customers who are interested in power mowers.

"We believe that having at least one man in the organization thoroughly familiar with the units is important. Such a man naturally puts more pep into his sales efforts. It is his job to see that the mowers are displayed properly, and that every customer who buys one learns to use it correctly."

A power lawn mower, in southern territory, has a long season of use. From early spring until late summer, it is a logical display item in the hardware store. As a special gift-suggestion item for Father's Day, birthdays, and other occasions when a fine gift is in order for a man who likes gardening, it cannot be surpassed, Dennis believes.

Display a Necessity

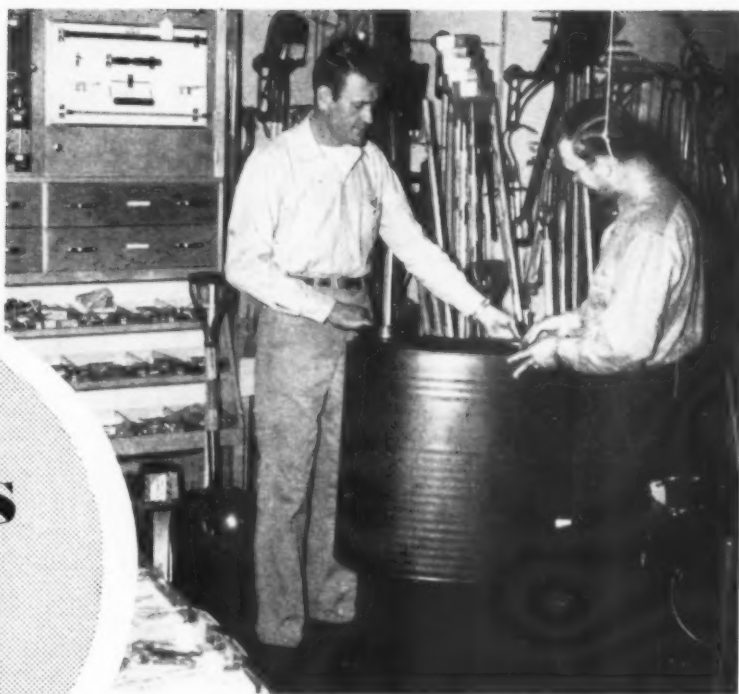
However, he has one word of warning for the dealer who has not yet tried handling power lawn mowers: "Don't do it, if you are not prepared to give them the room they need for display and demonstration. They don't sell themselves. You have to put thought and energy into showing, demonstrating, and selling them. Do this correctly, and you'll find that sales, at from \$79.50 to \$119.95, add up to a considerable volume."



Customers who have bought electrical appliances on a deferred payment plan provide a valuable prospect list for power mowers

In Competing with Chains

It's Those EXTRAS THAT COUNT



An ordinary wood heater, suggested for use as a trash burner or a basement incinerator, is a profit builder

By L. H. Houck

How to maintain and increase hardware and housewares volume, in the shadow of a new million-dollar chain store (Sears), might stump less resourceful merchants than L. J. Tolle, owner of Wymore's hardware store in Kansas City, Mo. But Tolle knows it's the "extras" that count in getting and keeping customers.

When the chain store opened two years ago, only a block away, Wymore's store proved that its system of merchandising could not be dynamited by a double-truck newspaper advertising, million-dollar buildings, or an army of clerks and house-to-house salesmen. The Wymore volume has continued increasing at a consistent rate.

One of the most important features which holds customers, in the opinion of Tolle, is the policy of giving them extra service. For many years his policy has been to try to perform a little extra service as a part of an extensive program to develop a store in which people find it pleasant and comfortable to shop, browse, or ask questions. The welcome mat is always out, whether it is for conversation or cash register ringing.

"For instance," Tolle said, "I'll

give you an example of a service that people don't expect, but which they like. Customers don't expect delivery service here, because we do not have any delivery trucks. We deliver appliances and heavy merchandise by hiring truck service for each job. All our regular customers know we do not maintain a regular delivery service, and, consequently, they don't expect delivery. Yet, when some customer needs some article quickly, we send it out to him immediately in one of the employees' cars. Usually we have five cars parked here. If a customer wants something in a hurry, we ask one of our salesmen to take his car and deliver it.

When the customer discovers that the delivery was made by one of our regular salesmen, he has questions to ask about some project around the house, and the salesman advises him what to buy and often comes in with the order. Customers appreciate this kind of service—and a store that still has time to answer questions and try to help a customer accomplish his work about the home.

The territory served by Wymore's is composed of many home owners, and many new subdivi-

sions are being opened. There are other hardware stores in the area, in addition to the new Sears department store, providing ample opportunity for the hardware shopper to buy.

Keenly aware of this situation, Tolle realized that first impressions are most important. Therefore, he reasoned, since he could not know when a customer was in the store for the first time, a set policy must be stated. "If we can please a newcomer to the neighborhood on his first trip to the store, make him welcome, and make him feel the friendly spirit of helpfulness that we know does prevail here, we can be almost certain that he will trade with us in the future. We can almost be sure that he will go out of his way to come to our store first, because he likes our policy," Tolle told his employees.

How well this policy has worked is reflected in the constantly increasing sales volume and the number of repeat customers.

To promote its line of tools and home workshop equipment, Wymore's determined by a survey that every home owner wants some tools, and many of them want a power equipped home workshop.



L. F. Tolle, right, owner of Wymore's, believes hobbyists and amateurs will buy good quality tools if given reasons and shown good displays

Many of them are inexperienced in the use of some tools and experienced in others. Most of them will want to work with wood and paint, but there are some who want to work with cement and stone, or steel and iron.

But where some hardware men would assume that an amateur would prefer inexpensive tools, rather than quality name brands, Tolle differs sharply.

"The amateur is a better tool buyer than the carpenter, mechanic or painter who always wants to know how much discount he will get. The amateur takes pride in his tools and will buy quality almost every time," he said, "and most of our customers had rather have one good tool than a whole basement full of cheap tools."

The first power tool that the average home owner buys is a power saw, according to the experience of Tolle. Power saws have been the subject of page ads in newspapers in this area and are available at many prices. Naturally, the wise prospective buyer needs to coordinate specifications with the advertised price. Customers conditioned by the "homey" feeling of the Wymore store will ask questions freely about competing advertised prices.

The Wymore store invites customers to compare their prices and specifications on power tools with any other store's. Not long ago, Tolle related, the chain store advertised a power saw for \$72.88, and this brought a flood of custom-

ers to Wymore's to inquire if he could do as well. The specifications were on file at the store, along with a display of their nationally advertised power saw. Wymore's saw, in the same specifications or better, sold regularly for \$61.75, much to the surprise of the customers, and resulted in the sale of a large number of power saws that further cemented the friendship and confidence of many customers.

Wymore employees watch for opportunities to help customers with their hobbies, since most of the hobbies require the use of tools or some other equipment.

Whether the hobby is a home workshop, gardening, flower growing, painting, or home maintenance, Wymore employees can discuss the project intelligently. For instance, a man wanted a certain type of antique hinge, but none of the samples were bent correctly. An intelligent salesman was able to show him how the hinge in stock could be bent and cut to do the job and at the same time was able to talk about the job with the customer.

Another Wymore customer was lamenting the cost of a trash burner, and the expense and advantages of a basement incinerator. A Wymore salesman suggested that he set up an ordinary wood heater in the basement for burning trash and paper. Since then, they have sold hundreds of these heaters in a territory that would never have bought even one to use for its original purpose.

"Certified" Window, Door and Porch Screens . . .

SEVERAL leading manufacturers of window, door and porch screen now are affixing a seal-type label to their screen frames certifying that the wire screening therein complies with all requirements of Commercial Standard CS 138-49 for Insect Wire Screening, as issued by the National Bureau of Standards, U. S. Department of Commerce.

The certification seals are supplied to qualified users by the Insect Wire Screening Bureau, under the provisions of a written agreement designed to guard against their use on screen frames in which anything other than standard insect wire screening has been installed.

The seals are an outgrowth of tests run by the University of Florida and the University of Delaware to determine the relative protective efficiencies of the most commonly made mesh sizes and kinds of wire window screening.

The results obtained demonstrated that nothing coarser than 18 x 14, or its counterpart 16 x 16, mesh wire screening woven from .011 inch diameter wire would effectively bar out mosquitoes and other small insects.

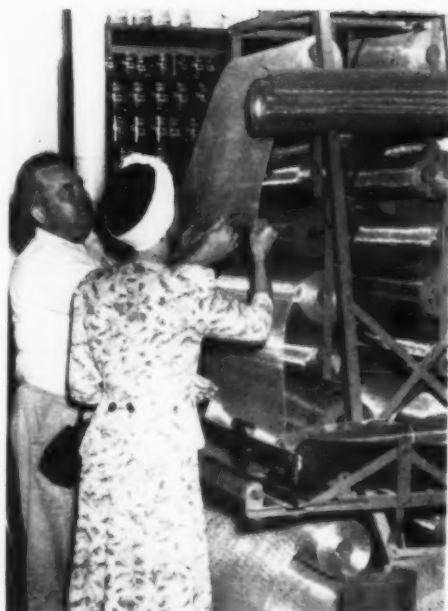


Based on these findings, the Insect Wire Screening Bureau proposed to the National Bureau of Standards a specific commercial standard for insect wire screening, the outstanding feature of which was that standard wire screening must be 16 x 16, 18 x 14, or 18 x 18 mesh, and that the wire diameter must be .011.

Last year the commercial standard was re-opened to permit the addition of clad aluminum wire screening as a standard item. Due to technical differences in production processes, it was determined that the wire size in clad aluminum screening must be .013 inches, instead of .011 inches, which remains as the standard wire size for steel and bronze screening.

Merchandising SCREEN CLOTH

By C. Thomas



Left, Martini measures and cuts window screen off the rack for a customer. Add-on sales, right, are usually the result of his promotion of screen



"WINDOW screening can be an important source of profit if displays are sufficiently attractive to favorably impress the customer and if the store has in stock all the materials necessary for the particular job," says C. L. Martini, co-owner of the King-Martini Hardware Co., Houston, Texas.

"First," said Martini, "screen cloth must be given prominent display. Therefore, a display fixture is a necessity. Modern display fixtures serve a dual purpose. They are not only functional, for incorporated in their design are merchandising features. They provide a silent salesman—at no additional expense!"

Handling screen when you are not prepared to do so can be unprofitable and troublesome, he pointed out. For example, many dealers handle screen without having a display fixture. They set the rolls on the floor, usually in an inconspicuous corner. The customer has to ask if they carry screen in stock. "And now," said Martini, "comes the drawback in not having a specially designed screen rack. A space has to be made for unrolling the screen and measuring the quantity desired with a rule or yardstick. Usually this is performed on the floor. In

this uncomfortable and awkward position, the clerk may become sullen and surly with the customer. A slip of the foot can crease the screen, requiring the job to be done over. After the screen has been creased, the average customer is aware that it will make an unsightly job and will rust quickly.

"But that is not all," he continued. "Clerks resent working under these conditions. Rather than go through this ritual, they will inform the customer that they are out of the size screen wanted. Too often they will not encourage sales!"

At King-Martini Hardware, screen is carried in a wide selection of sizes. "We carry screen from 24 inches to 48 inches in width," said Martini.

Besides being profitable in itself, screen acts as a stimulus for other purchases. Related items—

putty, putty paint, trim paint, brushes, braids, tacks, etc.—are carried and are displayed so that the customer is reminded of them when purchasing window screen. The screen rack is placed close to the paint department, where co-ordinated sales are easily encouraged.

"Women buy a lot of screen," Martini pointed out. "They take it home and talk their husbands into putting it up. To help her overcome any objections the husband might have over doing the job, you suggest other items that will be needed to complete the job."

Since moulding is usually torn off and must be replaced when installing window screen, Martini plans to install a small stock in six-foot lengths. "It will be easy to stock," he said, "and will be convenient for the customer."

Carrying moulding will have
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Drive-in annex is located at side of main hardware store building. Contrasting color attracts greater attention. Below: E. T. Phelps, president and owner of the company



DRIVE-IN ANNEX for Building Materials

By Bob Latimer

INVESTING \$4,000 in a 25 x 135 foot drive-in annex, devoted entirely to building materials, has proved to be an extremely profitable move for Phelps Hardware Company of Hilton, Virginia.

The annex was constructed two years ago by E. T. Phelps, president of the firm, who has long felt that true one-stop service requires that the hardware dealer carry everything necessary for home maintenance. Therefore, when suburban population began to build up sharply a few years ago in this Virginia peninsula

area, he took advantage of several natural assets to create a drive-in building materials service that is unique in the state.

"My theory was that by carrying building materials, we would render a more complete one-stop service for the customer, which would swell the amount of sales per individual customer," Phelps said. "By that I mean having these basic items in stock would bring about more sales of tools, paint, builders hardware, cabinet hardware, etc., as well as the building materials themselves. Thus, when

the opportunity arose two years ago to enlarge our building for a complete, all-weather building materials service, I took advantage of the opportunity."

The annex is located at the right side of the building, a concrete block structure with a white stucco facade, trimmed with glass block, which gives a handsome modern appearance. To acquaint the thousands of motorists who pass by on the Richmond-Newport News highway with the fact that the store is a complete building materials dealership, Phelps deliberately contrasted it with the red brick hardware store, so that it stands out sharply. A large sign over the drive-in entrance reads "Phelps Hardware Building Materials Department" in letters large enough to be read from long distances. Inasmuch as the store is set 60 feet from the highway, with adequate parking space, it has become convenient for suburban dwellers, enroute from work in nearby cities, to stop by for concrete, cement, hardware, and general building materials.



Driveway through the annex is lined with bins containing building materials. Annex is also used for quick delivery by customers who come in for hardware items

Phelps Hardware Company provides all-weather service, which has proven valuable in maintaining building materials sales through the winter months. A 110-foot driveway extends the length of the building, with a front and rear entrance—thus permitting customers to drive inside in inclement weather for warm, dry selection of materials, card-loading, etc.

"We don't limit drive-in service entirely to building materials either," Phelps pointed out. "Any customer is entitled to use the driveway, even if he is purchasing a few toys for his children, a few pieces of hardware or plumbing supplies. As a result, during bad weather we get a lot of business which otherwise would not be realized, particularly where such purchases might require an extra shopping trip on the part of the customer. We have managed to familiarize hundreds of local residents with the fact that the drive-in building is there for their convenience, and the goodwill realized is enough to account for much additional repeat business."

Lining the driveway on both sides are 45 bins, constructed of 2 x 4's for millwork, sash, roofing, cement, doors, builders hardware, molding, dimension stocks, plywood, paneling, gypsum, lath, and dozens of other basic building materials items. Due to space limitations, Phelps Hardware Company's lumber stock is limited to replacement and remodeling sizes,



Availability of building materials has resulted in increase in sales of regular hardware lines, shown here in attractive, orderly displays

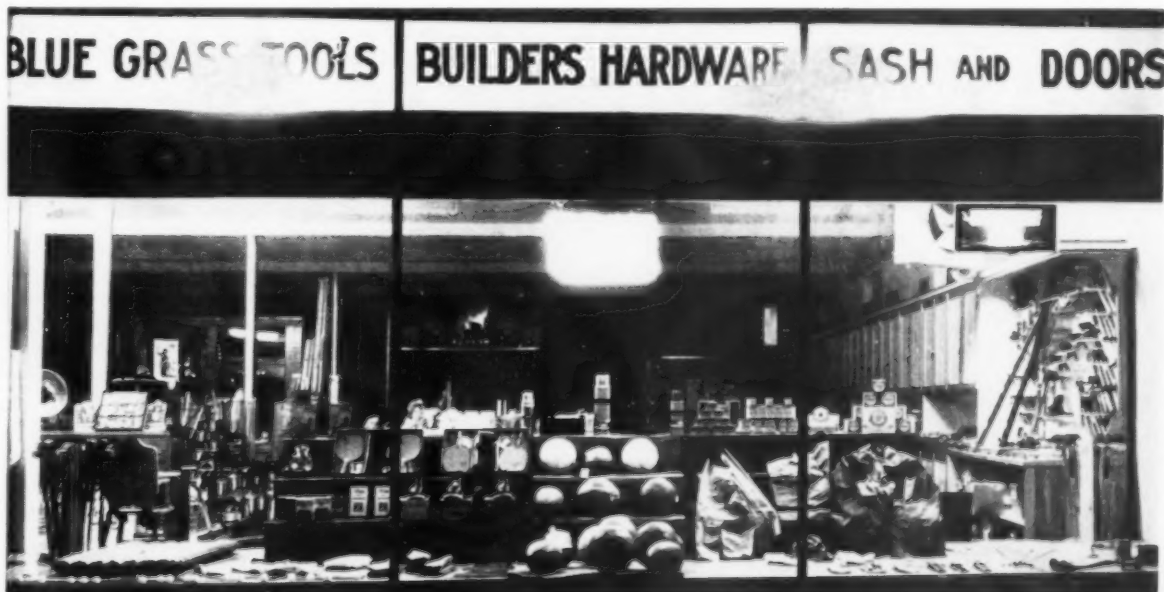
with only a small amount of dimension lumber included in the inventory.

"In building the annex, we were interested primarily in the independent home-owner," Phelps said, "rather than the contractor who is looking for carload lots at bargain prices. Actually, the entire purpose of the drive-in annex is to please the small-order customer who likes to tinker around in repairing his own home, a fact which most of them appreciate. While we could possibly carry heavy lumber, soil pipe, and some

of the more bulky building materials, we have found it best to confine our inventory to the type of materials which the home-owner can use himself."

Phelps and his store employees built the annex with only a small amount of outside help. Due to the fact that he is an accomplished interior decorator, well versed in all types of commercial building, total costs for the big building were only \$4,000—less than one-third what it might have cost if contracted for through a general

(Continued on page 48)



Community Store Doubles Sales Of Pet Supplies

TAKING a concentrated analysis of store traffic to determine which customers are pet owners, and which are not, and taking those who are owners of dogs, cats, birds, etc., "on tour" of the pet supply department, has more than doubled sales in pet supplies for Fisher-Stinson Hardware Company, in Panama City, Florida.

Like many other community hardware stores, Fisher-Stinson had made the mistake of overlooking the need for applied merchandising in the pet supply field, according to the management. While pet supplies were given the benefit of prominent display, with a separate department just inside the doorway on the left of the store, there was no other attempt to interest customers—with the result that many people who traded regularly with the store paid little or no attention to displays of leashes, collars, dog-feeding bowls, and other accessories.

All of this was changed about a year ago when the store owners decided to investigate the possibilities of increasing sales in the department, with an eye either toward increasing or cutting down on the amount of display space represented by the wall cabinet shown here. "We were carrying an unusually complete line of harnesses, collars, identification plates, automatic timed feeding bowls, and dog toys, in particular,"

salesman said, "yet sales had been disappointingly slow. What we wanted most to learn was whether this slow turnover was our fault, or whether the inventory was not geared correctly with the market."

Therefore, all salespeople in the store were instructed to ask each customer, at some time during each sale "Do you have a dog?" or cat, as the case might be. "If the customer did, then we invited him to look over the pet supply department, indicating the new lines received in stock, handsome displays of unusual items for dog and cat owners, etc. In each instance, the customer actually was escorted from wherever the question was asked to the handsome display unit, which shows a dozen varieties of collars and harnesses, about 25 samples of leashes, and an assortment of toys which completely covers the pet field.

"Here, the salesperson points out the wide price range carried, the conveniences of special types of harnesses and collars for all sizes of dogs, swivel-mounted leashes, for better control of dogs on crowded streets, cat harnesses which will help to identify the animal if it becomes lost, etc."

This short "tour" consisting actually only of a short pause in front of the wall display unit pictured, has had surprising effects. Frequently, displaying metal-trimmed or jeweled harnesses of various kinds serves to remind

dog-owners that it has been years since Fido had had a new collar or harness, and that the old one is in bad shape. Frequently, the customers whose attention has been focussed on this department, will make triple purchases of harness, collar and leash. "It seems that such concentrated attention invariably makes at least one sale—perhaps not on the first call, but bound to occur during ensuing calls. In other words, we merely cause the customer whose mind is primarily on hardware needs while shopping in the store, to give some thought to the pets at home—who otherwise might get no consideration at all."

Incidentally, this questioning of customers who throng the store each day has brought some surprising results. Where under normal circumstances only about two out of every ten families own a dog or cat, it was found that in this section of Florida, the ratio is considerably higher—with around four out of every ten customers stating that they own pets of one type or another. As a result, the department has retained its full size, more colorful selling signs, and more frequent window displays are being used, and sales are twice what they were before the plan went into effect.

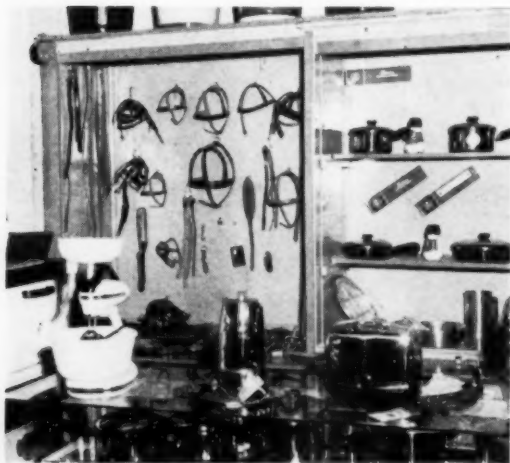
National Housewares Show To Feature 500 Exhibits

THERE is every indication that the 13th National Housewares and Home Appliance Exhibit to be held July 10-14, Atlantic City, N. J., will be among the most successful ever staged, according to A. W. Buddenberg, executive secretary, National Housewares Manufacturers Association.

Demand for exhibit space has exceeded the supply, making it necessary to again use all available space on both levels of the large Atlantic City Auditorium. Limited to the trade, the show will greet an estimated 8,000 buyers from throughout the United States, Canada and abroad, with thousands of products from the factories of 500 manufacturers.

Elaborate displays will carry new merchandising ideas which can be copied in a housewares department, it was announced, and manufacturers will go all out in introducing new products at the show.

Approximately 7,000 buyers will receive advance registration cards.



This small pet supplies section, located near the front of the store, has proved to be unusually profitable, once it was brought to the attention of customers. Salesmen at this store make a point of asking each customer whether or not he is a pet owner. If so, the customer is taken on a conducted "tour" of the pet supplies section.



New officers of the Alabama association are left to right, seated: J. D. Bell, Clanton, second vice president; Jack Callaway, Ensley, first vice president; Ed L. Wilcoxon, Tuskegee, president, and Mrs. Euna G. Ramsey, Birmingham, secretary-treasurer. Standing, left to right: W. N. Boynton, Talladega; R. O. (Bun) Cranford, Jasper, both directors; Paul Andrews, Jackson, outgoing president and chairman of executive committee; William L. Kline, Flomaton; Guy R. Coplon, Guntersville, directors; E. L. Crew, Anniston, member of executive committee; Rupert B. Watson, Atmore; J. F. (Fern) White, Eufaula, and B. F. O'Steen, Sr., members of executive committee

Alabama Convention

GOVERNMENT waste and extravagance, cooperatives and certain tactics of union leaders came in for criticism at the 16th annual convention and trade show of the Alabama Retail Hardware Association, Inc., in Birmingham, Ala., May 17 to 19.

The convention had as its theme "Independents Set the Pace."

In a resolution, the association deplored the trend of the government to constantly expand its range of activities at the expense of the people. A halt in this trend of extravagance and waste in government activities was insisted upon.

"The exemption which cooperatives now enjoy is detrimental to the proper income of the federal government," the association expressed itself in another resolution. It went on record "as supporting legislation in the Congress governing equal taxation of all groups."

W. H. Terstegge, Louisville, Ky., immediate past president of the Southern Wholesale Hardware Association, took union leaders to task. He said they criticize employers for reaping profits and do not encourage union members to

invest in their own companies.

The speaker also assailed the administration for what he said was a trend toward inflation. He predicted that this trend will continue so that President Truman's prediction of an eventual \$300,000,000,000 income for the nation may be advanced.

Frank B. Dixon, former governor of Alabama, also sounded a warning against the threat of a welfare state. He pointed to instances in which the government "is taking over control of people's lives."

Edmund Orgill, of Memphis, Tenn., speaker at a luncheon, declared that a solution of the world's problems would come through formation of an Atlantic Union made up of Atlantic Pact Nations. The Union, he explained, would be patterned after the United States government. Mr. Orgill, widely known in the wholesale hardware field, is a leader in the Atlantic Union movement.

Need for better lighting in hardware stores was explained by W. J. Sheely, of Indianapolis, Ind., manager of the merchandising and management service, National Retail Hardware As-

sociation. He also showed how sales could be increased through more aisles in stores, encouraging customers to circulate. He used pictures to illustrate his points. His subject was "Merchandising for Tomorrow's Market."

What fair trade means to hardware men was explained by Sam R. Watkins, of Dora, Ala., chairman of the Fair Trade committee of Alabama, and past president of the National Retail Druggists Association.

In another talk, delegates were given a clear understanding of what their association means to them by D. Trotter Jones, of Birmingham, executive vice president of the Associated Industries of Alabama.

Paul Andrews, Jackson, Alabama, retiring president of the association, opened the convention with a review of the past year's activities. Following his discussion, Mrs. Euna G. Ramsey gave the report of the secretary-treasurer.

The ladies in attendance had a special program. They were told how they could help their husbands' business by Mrs. Lillian G. Meade, Birmingham business woman. They had a luncheon at Vestavia, a famous sightseeing spot on Shades Mountain, modeled after a Roman temple.

New Officers

Newly-elected officers of the association are: Ed L. Wilcoxon, Tuskegee, president, succeeding Paul Andrews who becomes chairman of the executive committee.

Vice presidents elected were: Jack Callaway, Ensley, first vice president, and J. D. Bell, Clanton, second vice president. Mrs. Euna G. Ramsey, Birmingham, was re-elected secretary-treasurer.

Other members elected to the executive committee were E. L. Crew, Anniston, and Fred Braswell, Demopolis.

New members of the board of directors are: Guy R. Coplon, Guntersville; R. O. (Bun) Cranford, Jasper; J. Oviatt Bowers, Tuscaloosa; J. F. (Fern) White, Eufaula; and T. A. Carnes, Winfield. Hold over directors are: A. C. Black, Alexander City; W. N. Boynton, Talladega; William L. Kline, Flomaton; Silas Martin, Sr., Wetumpka; Elbert Ponder, Cullman; B. F. O'Steen, Sr., Florence, and Rupert B. Watson.

Men's Department

(Continued from page 34)

As a service to the hunter and fisherman, DeSoto also stocks a number of popular publications devoted to outdoor activities.

DeSoto also caters to those who limit their outdoor fun to the backyard. There are outdoor ovens, fireplace grills, etc., and some lawn equipment, including badminton and croquet sets, tennis nets, rackets and balls.

What about DeSoto's tool display?

"We have handled power tools for a number of years, but for the first time we really have room to properly display them," Dowdle declares.

"We have the complete line set up to run, with a full line of accessories also stocked. We advertised the power tools in the newspaper and believe they are a natural tie-in with sporting goods.

"Many youngsters and adults, especially professional men who like to relax and spend their spare time in a hobby shop at home, are customers. Also many tradesmen buy power tools to

work at home as a profitable sideline.

"Most of them buy only one or two tools at first, then spread to the other tools, as they become more proficient. To help them in every way possible, we sell a monthly publication devoted to power tools and their uses.

"Our power tool line includes the new 8- and 10-inch tilting arbor saws and the 10-inch saw and 6-inch jointer combination. Also offered is the complete power tool line for homes.

"For the hobby-minded customers, we also stock a large variety of small items, such as grinders, a magnetic scroll saw, and such popular items as drill presses, table stand with sharpener and vibrator sanders for finish work. A good selling item is the vibrator tool for woodworking, leatherwork and small metalwork, including engraving. We also carry a woodcarving line.

"For sports-minded youngsters, we carry baseball equipment; football equipment including shoes, uniforms, helmets and shoulder pads; basketball equipment and boxing gloves.

"We have added many items since opening the new department. And we intend to keep right on increasing our lines.

"With room to properly display many items, we even stocked some toys in our department this past Christmas season for the first time. The Christmas line was strictly seasonal, but we did a fairly good business. The toys tied in well with the sporting goods.

"We were proud especially of our new train display, and trains are being sold on a year 'round basis. We have a 20-by-8-foot permanent train layout, with most of the accessories hooked up to it. A record on a nearby phonograph at the head of the stairs attracted traffic from the main floor by calling attention to the display.

"But it's no seasonal thing with us now. We believe many children and adults like to operate—and will buy—trains in summer as well as in winter. With that in mind, we are advertising our equipment in the newspaper, and are emphasizing service as well as sales."

Drive-In Annex

(Continued from page 45)

builder. Realizing the potential need for still further expansion, he provided for a structure twice the size of the current drive-in annex, arranged for skylights which provide plenty of illumination, excellent drainage, etc., to keep the annex interior pleasant and efficient through all weather.

Well advertised in local newspapers and catching much attention from homeward-bound motorists on the busy highway, the annex "caught on" from the outset, according to Phelps. There have been many advantages, in addition to more building materials sales, he emphasized. First, the building is used for the convenient receiving of freight, local supplies, etc., which can be taken right out of the delivery trucks and stocked on the shelves with a minimum amount of effort and handling. Second, the rear 25 feet of the annex has provided sorely-needed storage space for heavy bulky items, such as furnaces, major appliances, etc.

"We use the building for both

receiving and shipping, and, as pointed out above, as a convenience for the customer who does not want to brave wintry weather, in order to pick up a few hardware items. Frequently, regular customers merely drive in the front, give their order to a salesperson without getting out of the car, and are on their way in a few moments, well pleased with the speed with which the transaction was carried out. Similarly, we can get more expeditious delivery from suppliers who know that their trucks will not be held up for long periods in loading and unloading."

The annex has been provided with a number of unusual services which Virginia residents appreciate. First, the store operates a fleet of four delivery trucks, large enough to accommodate several major appliances at a time, and readily offers free delivery on larger orders whenever the customer wishes. Thus, the man who intends to build a new set of steps, a chicken coop, re-panel his basement walls, etc.—jobs requiring items too large to be carried in his own automobile—can ask for de-

livery service which is cheerfully offered.

Where the home-owner is dubious as to what he will need for a particular home modernization or building job, there are enough experts on the staff of the Phelps Hardware Company to handle the entire problem for him. They have mapped out plans for every type of home modernization, always with much appreciation on the part of the customer. Included are complete details on roofing, bath modernization, down to dog-house building.

The drive-in annex, which has shown a turn-over equal to, or better than, most staple hardware lines ever since its construction, does not represent much additional expense to the store, Phelps emphasized.

One of the largest independent hardware stores in this section of Virginia, Phelps Hardware Company has constantly added timely new lines to fit the local picture. For example, the store carries \$13,000 sporting goods inventory, much larger even than usually found in 100 percent sporting goods stores in nearby cities.



Officers of the Georgia Association, left to right: W. A. Crawford, retiring president; C. E. Weir, vice president; W. W. Howell, secretary, and J. F. Raines, new president

Florida Association officers: A. E. Folds, new president; David Yon, first vice president; Kenneth Hill, second vice president; C. Eric Markham, retiring president, and W. W. Howell, secretary

Georgia - Florida Convention

THE THIRD annual joint convention of the Florida and Georgia retail hardware associations, in Jacksonville, May 22-23, was featured by an interesting program of addresses and discussions. Registrations of retailers, wholesalers, salesmen and others totalled about 450, while attendance at the annual banquet was said to be in excess of 500.

The two association presidents—C. Eric Markham, Lake City, Florida, and W. A. Crawford, Hogansville, Georgia—presided over the convention sessions and extended official greetings following an address of welcome by Mayor Haydon Burns, of Jacksonville, at the start of the first session.

In an address on "The Forgotten Man," C. W. Ferguson, Jr., connected with *Puck*, the Comic Weekly, urged dealers to tie in their local publicity with the manufacturers' national advertising.

"Retail Hardware Selling Today," was the subject discussed by John W. Shirley, of the Shirley Corporation, Indianapolis, in the second session.

Speaking on the subject "Fifty Years Makes a Difference," Glendon Hackney, editor of *Hardware Retailer* and representative of the NRHA, discussed the much keener competition which faces the hardware retailer today, in the multiplied number of outlets now selling hardware lines.

In an address on "Minimizing the Evils of Adjustments and Replacements," I. L. Balkcom, of

Railey-Milam, Inc., hardware wholesalers of Miami, urged hardware dealers to study and become familiar with the guarantees and replacement policies of the manufacturers whose products they sell.

Remington Arms Company's sound film "Two for the Money" was the opening feature of the third business session.

Speaking on the subject "Your Hardware Jobber," B. V. Wheeler, of I. W. Phillips & Co., hardware wholesalers of Tampa, stressed the fact that distribution through the regular hardware trade channels is easily holding its own in the face of competition of new outlets. He emphasized the advantages of the local jobber as a source of supply—in that through this source the dealer can obtain quick deliveries and can maintain a well-assorted stock without excessive inventory and with a profitable rate of stock turn.

Speaking on the subject "Know Your Game," Dr. Frank Goodwin, Professor of Marketing at the University of Florida, discussed the advantages of the independent retailer in competing with the chains. He referred to surveys sponsored by the syndicate organizations themselves, which indicate that only 28 percent of the business which comes to the chain stores is due to prices.

An "Industry Forum" in which several members of the two associations discussed current trade problems was the principal feature of the closing convention ses-

sion. Of particular interest was a talk by David L. Yon, of the retail hardware firm of Van Brunt & Yon, Tallahassee, Florida, in which he told how substantial additional business had been obtained during the last year on a number of new lines, including swing sets, toys, barbecue supplies and equipment, fertilizer and fertilizer distributors.

New officers of the Florida Retail Hardware Association are: president, A. E. Folds, Gainesville; first vice president, David L. Yon, Tallahassee; second vice president, Kenneth Hill, Orlando. Directors are: Fred Downing, South Jacksonville; S. E. Bartlett, Vero Beach; Ernest Sears, Sarasota, and Otto Brady, Jr., Miami. Advisory committee: C. Eric Markham, Lake City; Wm. Rehbaum III, Clearwater, and John Wood, Orlando.

New officers of the Georgia Retail Hardware Association are: president, J. F. Raines, Cohutta; vice president, C. E. Weir, Douglas. Directors: Hugh L. King, Covington; Frank Hudson, Newnan; Forrest Knapp, Thomasville; Wm. Flemister, Atlanta, and R. W. Hatcher, Macon. Advisory committee: W. A. Crawford, Hogansville; J. B. Harley, Waycross; Olin Williams, Brunswick; Alvin Wight, Cairo, and H. G. Teaford, Americus.

William W. Howell, of Waycross, Ga., who has rendered efficient service as joint secretary of the two associations, was re-elected.

Experts Sell Our Fishing Tackle

(Continued from page 38)

to use him as my first expert—just one or two insertions of a one-third column ad in the Sunday paper making use of this man's reputation and advice. If the idea failed to catch on, I could try something else.

But it did catch on right from the first trial. Since the ad copy was written in his own conversational style, I knew its success was not due to any literary skill, but rather to the feeling that one fisherman was talking to another. So I put step two of my campaign into action.

I graduated to a second expert, a man who could claim a national reputation. He was Tom Flowers, lifelong resident of this section and a skilled guide who had shown such famous people as Babe Ruth, Drew Pearson and Speaker Sam Rayburn, of the U. S. House of Representatives, where the big ones were biting. As a test, I ran Tom's picture in the first ad of this new series on January 29th as "The Mystery Fisherman." Everybody knowing the identity of this man by the brief biography appearing with the ad could cut out the picture, present it at the store, and receive a dollar's worth of merchandise free with every three dollars' worth purchased.

During the week following its first appearance, more than 300 customers brought in Tom's picture, and soon afterward we had received the 500 I had publicly hoped for in the ad. In this way, our customers could find out by reading Tom's advice and comments on the fishing just what lures to buy, and get a special offer besides. I know we made many new friends this way.

Although it is too soon to tell exactly what increase in sales the new series has brought, I do know the extent to which the first series succeeded. Called "George Sez," it boosted our fishing tackle sales at least one-third. The newspaper advertising manager told us it was one of the most talked-of pieces of ad copy that the newspaper had ever used. Written as a fisherman would write it, the message was not clever, polished, or "high class."

But it accounted for at least \$350 worth of fishing tackle sales per month. Following our mention

of a certain lure, for instance, we sold 16 dozen of that item in a brief time.

So while public interest was still high I thought it time to try our "Mystery Fisherman," followed by the columns each Sunday which Tom Flowers wrote. After two insertions of this new series, a lucky break came along in the form of an offer by a nationally famous outdoor writer to do the column. He is Robert Page Lincoln, called "The Dean of American Outdoor Writers," and sports enthusiasts from coast to coast regularly buy magazines on the news stands to read his articles.

The amount of space we can give to sportsman's merchandise is limited to half our front window and roughly 200 square feet in the left front corner of the store. For two big reasons we make it a profitable line: (1) fishing in Florida is not limited to any season, but goes on all year; (2) our customers consist of college students, farmers, businessmen, retired folks, tourists and working people, and most of them like to fish.

Ultimately I hope to have every one of DeLand's 8,000 residents fully aware that DeLand Hardware knows what catches fish and can furnish proper equipment. As a matter of fact, we've already received many calls from Daytona Beach seeking tips and information, and that town is three times the size of ours.

International Hardware Show Set for July

EARLY space reservations for the First International Hardware Show, to be held July 22-25 at Chicago's Navy Pier, indicate widespread interest in the event, according to a recent release from the show's directors.

Dates chosen for the show will enable exhibitors to present their merchandise to wholesalers, dealers and other buyers well in advance of promotional plans for the holiday and spring trade, it was stated.

The Navy Pier's 300,000 square feet will be used for displays of both hardware and sporting goods.

Campbell-Fairbanks, Inc., will manage the show. Show offices are located at 28 E. Jackson Blvd., Chicago, Ill.

With this idea having worked so well, I am considering the same plan for other departments in our store.

What is the favorite pastime in your town—hunting, fishing, boating, winter sports, ping-pong or archery? Whatever it may be, study it. Develop it as a side line. Boost it with the advice of an expert, freely and courteously given. Then watch your sales. The results might please and surprise you.

Lawn Fencing

(Continued from page 35)

be needed. "Put the article in the customer's hand," says Taylor.

Most of this type fencing work is done by the home-owner, who usually has had no previous experience. For such customers, the store has worthwhile suggestions, gained from selling fencing to farmers over a period of years. "From talking to farmers who are old hands at putting up fence," said Taylor, "we have accumulated a number of tricks that makes the job easier. This information is passed along. We act as a clearing house of information for our customers, and this is an important feature of merchandising lawn fencing."

If the customer is interested in lawn fencing, usually he will be interested in other items for his yard, and Turner and Pierce Hardware take advantage of this fact. Garden and lawn tools, garden hose, window screen, paint and paint brushes, trellis materials, and power lawn mowers are among the items benefitting from the sale of lawn fencing.

"These customers invariably buy a power lawn mower," said Taylor, "and we maintain our own service department, a big factor in closing these sales."

But to promote allied lines while selling fencing, Taylor offers this word of advice: "When selling fence, don't try to interest the customer, for example, in a new gun or fishing tackle. He is thinking of work, not pleasure. Don't divert him from his purpose. Sell him what he will need to make his work easier. After his work is completed, you can sell him items for pleasure. And don't miss this opportunity to sell him lawn seed and fertilizer. An opportunity like this won't happen again for years!"

AMERICAN CHAIN

FITTINGS · ATTACHMENTS · ASSEMBLIES



• The uniformly high quality of AMERICAN WELDED and WELDLESS CHAIN is reflected in all AMERICAN CHAIN products. Shown here are ACCO Drop Forged Grab Hooks and Slip Hooks and a few of the many items your American Chain distributor either carries in stock or can quickly get for you.

In addition to these, a complete line of dog chains and farm chain assemblies is available through your American Chain distributor.

Sell AMERICAN—the complete line of chain and chain products.

ACCO

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.



**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

In Business for Your Safety

**AMERICAN
CHAIN**

Ask For Them By Name

CLARK

QUALITY INDUSTRIAL FASTENERS



BOLTS • NUTS RIVETS and SCREWS...

...have greater holding power!
• Accuracy of product finish... uniformity of product quality have maintained Clark Leadership for 97 years.

For Greater Security... Fasten Fast with CLARK Fasteners.

CLARK BROS BOLT CO.

MILLDALE, CONN.

Get them from your
Local Jobber or Distributor



Profit Possibilities in Rentals

(Continued from page 37)

place a cash deposit for the equipment in accordance with its specified value, in order to guarantee its return in good workable condition, and to sign that he is liable in case of neglect, damage or failure to return the item.

Further evidence of Meenehan's belief in the customer's ability to handle tools reliably is the small amount of deposit requested on costly equipment. Ten dollars deposit is asked for a \$400 sander; \$10 for a power lawn mower selling at \$159.50; \$20 for an outboard motor valued at \$290.50. Deposits range from \$3 for a blow torch to \$20 for a gasoline chain-saw.

Meenehan's next step is to find out what job the customer plans on doing. There may be a more suitable piece of equipment for handling it than the one he requested. For example, a man recently wanted to rent an edger for removing fingerprints from the knotty pine walls in a recreation room he has just completed. An edger, it was pointed out to him, could mess up the job. Meenehan's suggested a belt sander at \$4 a day or a rotary disc type sander at \$3 a day. Furthermore, the same machine could be used as an electric waxer by placing a lamb's wool bonnet over it and giving the walls a fine wax finish.

"We want people in town to know that any odd item they can purchase elsewhere can be rented at Meenehan's," emphasized Hart.

This rental department not only introduces new machinery to home owners, but instructs them in its use as well. A full demonstration of how to handle the equipment is given. Then the customer goes through the whole procedure to demonstrate that he has become familiar with it.

The extension ladder, another popular item with home owners, deteriorates rapidly and is inconvenient to store, since it is used only once in about three or four years by the average home owner. At Meenehan's, a \$37 ladder is rented for \$2 a day, making it cheaper for the home owner to rent than to own the unit.

Tie-in sales are the result of many rentals. Outboard motors are rented here. A seafaring enthusiast looks to his equipment as soon as the weather gets warm. He needs boat paints, varnish,

FOR A REAL
SALES LEADER



the **10-FOOT WHITE CHIEF**
BY CARLSON

That extra length your customers want! 120 inches of accurate, more useful measuring convenience... jet black markings on an acid-resistant, wear-resistant, snow white blade. Recognized Carlson quality throughout with the new swing-tip and famous Carlson 10-second blade change.

P.S. For Hardware Week, it can't be beat... watch for your special promotion packet in the mail.

CARLSON

CARLSON & SULLIVAN, INC.

MONROVIA, CALIFORNIA

Blade produced under Pat. No. 2089209

Depend upon SUTCLIFFE'S

NOW
and always for

RIFLES

22 Caliber
GUNS
Featured

for
SUMMER SELLING
—for Vacations, Fishing,
Camping, Picnics,
Target Practice

In Stock
for Immediate Delivery —

the best—the favored, nationally-known

makes: Remington, Savage, Stevens, Winchester, Mossberg, Iver Johnson, Marlin.

Standard wholesale prices. Orders shipped promptly.

STEVENS

Model 87: The 3-in-1 Rifle—may be used as a single shot, repeater or semi-automatic. Take-down model; tubular magazine; walnut finish stock with pistol grip.....\$29.95

Model 85—Clip Magazine Automatic 27.00

Model 86—Tubular Magazine Repeater 24.15

Model 84—Clip Magazine Repeater 20.95

Model 15—Single Shot Rifle.. 12.25

REMINGTON

Model 514: Bolt action, single shot rifle with genuine walnut stock; shoots 22 shorts, longs and long rifle cartridges\$13.95

Model 511—Clip Magazine Repeater 23.95

Model 512—Tubular Magazine Repeater 27.95

Model 513—Sporter Grade Repeater 49.40

SAVAGE

Model 29: Hammerless, slide action repeating rifle, tubular magazine, selected walnut stock with full pistol grip\$42.75

Model 6—Tubular Magazine Automatic 32.45

Model 7—Clip Magazine Automatic 29.50

Model 5—Tubular Magazine Repeater 26.50

Model 4—Clip Magazine Repeater 22.95

Model 3—Single Shot Rifle.... 14.00

WINCHESTER

Model 74: Self-loading automatic; American walnut stock; tubular magazine located in butt stocks; shoots as fast as you pull the trigger; holds 24 shorts or 14 longs.....\$33.95

Model 61—Hammerless Slide Action Repeater 49.95

Model 72—Tubular Magazine Repeater 27.95

Model 67—Single Shot Rifle.. 13.70

MOSSBERG

Model 151K: Automatic tubular magazine, walnut stock with built-up cheek piece, quick detachable swivels, and new positive safety.....\$28.95

Model 152—Clip Magazine Automatic 26.95

Model 144—Target Rifle Repeater 27.90

Model 146B—Tubular Magazine Repeater 23.90

SAVAGE OVER and UNDER

22 cal. and 410 gauge shotgun

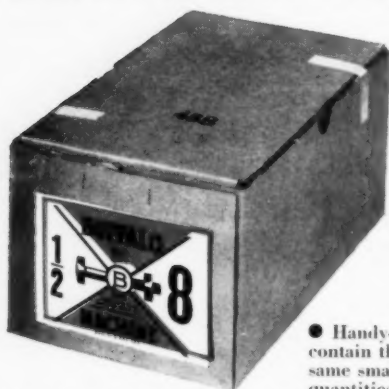
Model 24: The young shooter's ambition—ideal for target practice—for fishing trips—and for hunting. Selected walnut stock and fore-end instant barrel selector. Shoots 22 long, 22 long rifle and 22 shorts. The shotgun barrel chambered for 2½" or 3" shells.....\$34.75

Headquarters for nationally-known, nationally-advertised hunting, fishing and every type of sports equipment.

THE SUTCLIFFE CO. INC.

LOUISVILLE 1, KENTUCKY

Labor saved...sales boosted with



STRONG

HANDY-PACK BOLT CARTONS

● Handy-Packs contain the same small lot quantities of bolts that have been standard for years. Cut thread carriage and machine bolts have nuts attached as always.

that have been standard for years. Cut thread carriage and machine bolts have nuts attached as always.

Rugged open drawer



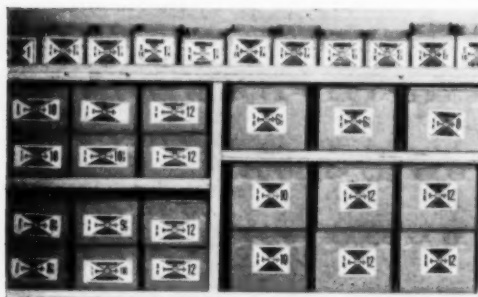
By Jobber Salesmen because the strong Handy-Pack is more attractive to retailers. It has features that stimulate sales...that give the jobber salesman something to talk about.

By Sales Clerks because the cover of the strong Handy-Pack makes a wonderful open drawer for bolt cabinets. It eliminates opening cartons everytime you make a sale. It's a strong drawer...won't tear, bulge or break.

Sealed with nylon tape

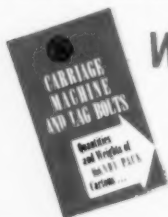


Certified Reshippable



By Warehousemen because the strong Handy-Pack can be handled or even dropped without breaking. It can be stacked neatly and easily in the warehouse. It won't crush or topple. It saves time and labor.

STRONG HANDY-PACK BOLT CARTONS have a certified bursting strength of 125 to 200 lbs. per sq. in. depending on bolt size. The cartons are packed in wooden boxes...can be ordered in carload or less-than-carload lots. Every carton is sealed with nylon tape...is certified reshippable. Tying and wrapping are not necessary when you reship them. Strong Handy-Packs have countless advantages over old fashioned 'paper' boxes. They eliminate costly spillage, mixing, sorting and losses due to breakage of weaker cartons. Order your bolts from Buffalo and get them in the new, strong Handy-Pack cartons.



WRITE for this free circular on quantities and weights of Handy-Pack Cartons.

BUFFALO BOLT COMPANY

North Tonawanda, N. Y.

Sales Offices in Principal Cities. Export Sales Office:
Buffalo International Corp., 50 Church Street, New York City

PRODUCERS OF CIRCLE ® PRODUCTS - BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS

sealing, caulking and other marine supplies. As a result, twice as much boat paint is sold since the outboard motor rental business was begun.

When an outboard motor is rented, Meenehan's furnishes the fuel and lubricating oil mixture to insure a good clean and safe grade. This is included in the rental price.

Before rental equipment leaves the store, it is carefully tested. If any difficulty arises after the renter starts operating the machine at home, Meenehan's tries to straighten out the trouble by telephone. If trouble persists, a service man will go out to the customer's house to make adjustments. If the machine is faulty, no charge is made. If it was handled improperly, a service charge is added.

In the shop windows and on the walls, spot signs announce, "We Rent Pipe Tables," "We Rent Wallpaper Steamers," "We Rent Caulking Guns," "We Rent Blow Torches," "We Rent Electric Hedge Clippers," "We Rent Extension Cords."

Equipment is rented on a 24-hour basis. Week-end rentals are heavy in a town where government and most business offices are closed on Saturday, but rates do not change for the week-end.

The renter is held responsible for the condition of the equipment. If he runs a sander over a wire and cuts it, there will be a charge of \$1 to have the wire spliced and soldered. When a customer balks at paying damages on what he erroneously believes was defective or excessively used equipment, the item is submitted to the factory for arbitration and repair. Meenehan's abides by the factory's judgment. If the customer is responsible, he gets the same bill submitted to Meenehan's, with the advantage of the 20 to 30 percent discounts allowed by the factory.

A delivery and pick-up service is offered for a charge of 50 cents each way for what can be put into the truck, and \$1 each way for unusually large or heavy items.

When rented items are past due, the renter is contacted on the third day by telephone, then in person. If he cannot be reached at the address given, his auto license number is checked for any change of address. One week's time is allowed before a report is made to the police department. Where possible, as in outboard motors, gasoline chain-saws, etc., the serial number is given. A report is also given to the factory.

In cases where the home owner put the electric hedge clippers or paint sprayer down in the basement and forgot about it, Meenehan's is lenient and may make a \$1 charge for the overdue period. If a \$9 blow torch that has seen many rental turnovers disappears, that, too, may be written off. The action taken depends on the value of the lost item.

As soon as equipment is returned, it is checked, cleaned, lubricated and prepared for the next rental. Meenehan's makes it a point to keep equipment in good repair. Before it gets too old for efficient or safe use, it is placed on sale. To keep ladders in first-class condition, for example, they are turned over every four months.

Frequently, a customer who is satisfied with a home job he has done with rented equipment will return the equipment regretfully and inquire about its purchase price. The price may be too steep for him, whereupon Meenehan's will show him the identical item in more-used condition, which, though still in good working condition, sells at a much lower price. When a customer purchases equipment he has used, the deposit and rental cost is deducted.

"There is always great activity and great profits in rentals," says Hart, pointing out that a tight business situation is not likely to affect rentals. "Quite the reverse. When people have to start counting pennies and doing their own work, rentals will increase."

The only promotion used by Meenehan's is a small classified ad in the daily newspaper, and a larger ad in the classified telephone directory.

Screen Cloth

(Continued from page 43)

another advantage also, he said. If the customer has to make an extra trip to the lumber yard for moulding, the next time she needs screen she might buy all supplies from the lumber dealer. And Martini has no intention of losing part of his volume to a lumber dealer.

"Our policy," he said, "is to stock all related items needed to complete a job, to have our merchandise displayed to make an impression on the customer, and to take up the least amount of valuable floor space. A mass display of screen sells screen. With our rack, it's simple and quick to serve the customer."



Clinton
HARDWARE
CLOTH
First in '56 and still 'tops''

Clinton Hardware Cloth was the leader in the field when, in 1856, the first wire-weaving power looms were invented in our Clinton plant. And today Clinton Brand is still a leader in sales and tops in quality.

Clinton Hardware Cloth is hot galvanized after weaving to insure greater strength at intersections. It is rust-resisting, uniform in mesh and width, unrolls flat, and is easy to handle.



Clinton Hardware Cloth is made in accordance with U. S. Dept. of Commerce Standard C5 132-46 and is furnished in widths of 24", 30", 36" and 48". Supplied in steel-banded rolls of 100 ft. Standard meshes—2x2, 3x3, 4x4 and 8x8.

The wide field of usefulness of Clinton Hardware Cloth will pay off in added sales, increased profits and satisfied customers. Order a supply from your jobber and give it a prominent spot in your store.

Other famous Wickwire Spencer Hardware Products include: Gold Strand Insect Wire Screening, Clinton Hex Mesh Nettings, Clinton General Purpose Welded Wire Fabric, Perfection Door Springs, Nails and Brads, Wissco Clothes Line.

WICKWIRE SPENCER STEEL
A DIVISION OF
AMERICAN WIRE FABRICS CORP.
A DIVISION OF

500 FIFTH AVENUE, NEW YORK 18, NEW YORK
Boston • Buffalo • Chicago • Denver • Detroit • Ft. Worth • Philadelphia
Pacific Coast Subsidiary—The California Wire Cloth Corporation, Oakland 6, Cal.



BUSINESS TRENDS and PRICE CHANGES

Business At High Level As Second Quarter Opens

AS THE RESULT of business expansion in the first quarter and the continuing high level of economic activity during May the last fears that 1950 might see another slump are being written off.

As May closed industrial production was near the record high of November and December, 1948, and expectations are that total production will be above 1949. Even with steel operating at slightly more than 100 percent of capacity, the nation's hard goods manufacturers were being hard put to keep abreast of orders.

While the market for soft goods is not so strong, still, employment is well ahead of last year with little chance of the number of jobs reaching 4,000,000.

Confidence in future business is best reflected by the fact that there is increasing business investment. Outlays for plant and equipment, once declining, now are on the rise and new orders for plant machinery are running ahead of sales.

Meanwhile, consumer spending is heading for a new high with the possibility that more dollars than ever before will be spent for durable goods.

And in line with this continuing demand, some commodity prices are trending upward.

Consumer Spending to Keep Sales High . . .

WITH AN eye on the high level of consumer income, most economists predict strong sales for the last half of the year.

Personal income in the first quarter, swollen to 219.7 billion dollars as a result of veterans' insurance dividends, is expected to drop to a rate of about 216.5 billion a year.

However, this will not mean a spending drop, according to some observers. Personal savings, they say, were at an abnormal high

Fair Trade Act Legal in Mississippi

THE MISSISSIPPI Supreme Court recently ruled unanimously that the state's Voluntary Fair Trade Act was constitutional.

The decision climaxed a suit brought by the Sheaffer Pen Company in which the company sought injunctive relief against a Jackson, Mississippi jeweler said to have violated the Sheaffer Fair Trade Contract.

The court pointed out that Fair Trade Laws were in effect in 45 states and had been held constitutional by the Supreme Court of the United States and the highest courts of 14 states.

during the first quarter, but the savings rate will come down for the remainder of the year, leaving more money for spending on consumer goods.

Retail Sales in Upward Trend

RETAIL SALES by the nation's independent retailers took a spurt in March and registered a 5 percent increase over the same

month of 1949, a 4 percent advance for 1950's first three months compared with 1949's first quarter and a whopping 23 percent increase above February of this year.

Farm Income to be Lower in 1950 . .

FARM INCOME is shaping up as possibly the soft spot in the nation's economy. Farm income dropped in 1949 from 18.4 billion to 14.1 billion, almost one-fourth under the 1947 figure.

All signs point to an even further drop during 1950. For one thing, bad weather conditions have played havoc with the nation's growers.

Prospects are that farm income for 1950 will fall to a net of 11 billion. However, the chances are that farm spending will not fall as far as farm income. Because of mortgage reductions and farm improvements made possible by the high level income during the war years and a good backlog of savings, the farmers' financial position remains strong. Then too continued government support for crop prices will keep the bottom from falling out of the farm market.

Geographic Division	% change in sales Mar. 1950 from		3 mos. 1950 from	% change in inventories Mar. 1950 from		Stock-Sales Ratio		
	Mar. 1949	Feb. 1950	3 mos. 1949	Mar. 1949	Feb. 1950	Mar. '50	Mar. '49	Feb. '50
U. S. Total Sales	+2	+18	-1	-9	+3	143	159	161
Hardware:								
South Atlantic	0	+15	-7	-1	+9	248	260	263
East South Central	-1	+21	-5	+3	0	228	215	275
West South Central	+5	+15	+5	-3	+3	227	253	247

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

Revere Ware... America's finest

Stainless steel for permanent copper for even heat. In being long known as your kitchen and everywhere to have simply get Revere Copper-Clad Stainless Steel Ware. To cook the most delicate "soups" and to save kitchen and material resources the full face of your head, no compromise get Revere Ware. In fact, you can't afford to have that well worn and scratched old copper or tin and

get more than gleaming beauty through a lifetime of use—get Revere Ware. But to get Revere Ware, the "Kitchen Jewel," you look and cook for a lifetime, you'll be shown the trade mark on a thick copper bottom. Then you'll be sure you're getting the original Revere Copper-Clad Stainless Steel Ware. Revere Copper and Brass Incorporated, Rome Manufacturing Company Division, Rome, New York.



Here again we show all standard Revere Ware with the most convenient feature—the built-in handle.

Picture YOUR Profits Zooming!

... AND THEY WILL!—WHEN THOUSANDS OF CUSTOMERS, PRE-SOLD BY DYNAMIC ADS LIKE THIS ONE, COME MARCHING INTO YOUR STORE

NEVER BEFORE in the history of housewares has there been such a large, intensive, penetrating drive as the great new Revere advertising campaign!

Mass circulation magazines like The Ladies' Home Journal, Good Housekeeping, McCall's, American Home, The New York Times Magazine, Gourmet, Successful Farming, Progressive Farmer, The American Weekly, Farm Journal, Saturday Evening Post, Better Homes and Gardens and Pathfinder, are all singing the praises of "America's Finest" kitchen utensils every single month to over 686,000,000 readers.

Yes, 686,000,000 readers are hearing about the efficiency, durability and gleaming beauty of these exquisite copper-clad, stainless steel "Kitchen Jewels."

But to get the full benefit of this powerful campaign, you must do your share. Get behind Revere Ware and really push it. Let your customers know you carry it... display it prominently... and advertise locally and through direct mail. Your sales per square foot will increase greatly and profits zoom. Yes, when you merchandise Revere Ware, you just can't miss!

REVERE

COPPER AND BRASS INCORPORATED

**Rome Manufacturing Company Division
Rome, N. Y.**

One power unit three money-making attachments

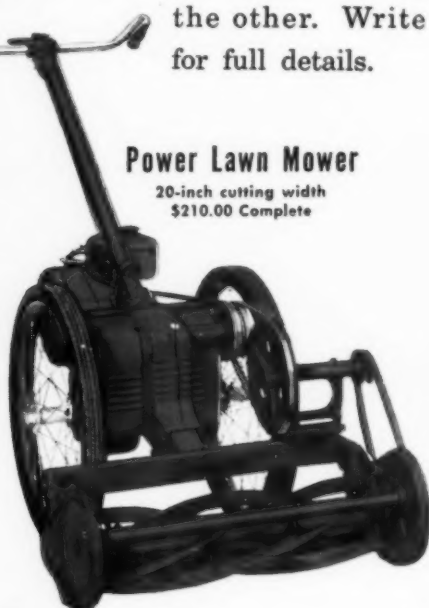
You can now offer your customers three separate pieces of lawn maintenance equipment: sickle mower — leaf mill — lawn mower — all powered by this single Jacobsen unit. Simple to operate, easy to switch from one attachment to the other. Write for full details.



Power Sickle Mower
36-inch cutting width
\$185.00 Complete



Power Lawn Mower
20-inch cutting width
\$210.00 Complete



Power Leaf Mill
20-inch width
\$210.00 Complete

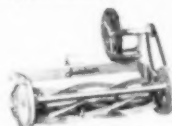
Attachments Available Separately



Sickle Bar
\$35.00



Leaf Mill
\$60.00



Lawn Mower
\$60.00

ALL PRICES PLUS FREIGHT

Jacobsen

MANUFACTURING COMPANY
RACINE, WISCONSIN

Jacobsen — Most Complete
Line in the Industry...

Heavy-Duty 36-inch power scythe, \$235
Eight power mower models, \$99.50 up
Power Lawn Edger, power mower accessories, hand mowers

HARDWARE *Industry* NEWS

Texas Association Adds Carlson to Staff . . .

The Executive Committee of the Texas Hardware and Implement Association, through its Secretary-Manager Ray M. Souder, announces the addition of Wayne E. Carlson to the association staff on May 1 in the capacity of field representative.



W. E. Carlson

Until recently, Mr. Carlson has been engaged in merchandising and store planning work for Streater Industries of Spring Park, Minn. In that capacity he has traveled extensively throughout the South and Southwest sections of the country, assisting dealers with modernization problems. Prior to his connection with Streater Industries, he spent four years in the engineering department of an implement manufacturer specializing in drafting and design.

Carlson will offer the various association services to members of the Texas Association and will be available for consultation on individual problems.

Percy Hobson Loses Life in Highway Collision . .

Percy C. Hobson, southeastern sales representative for S. L. Allen & Company, Philadelphia, Pa., lost his life recently when the car in which he was riding was crushed in a collision with an automobile-carrier trailer near Cartersville, Ga.

Traveling with Mr. Hobson was Frederick J. Hartley, representative of Manning, Maxwell & Moore,

Muskegon, Mich., who suffered severe injuries.

According to reports of the accident, Mr. Hobson was killed instantly when the carrier rammed into his car from the rear.

Fones Bros. Company's 91st Anniversary . .

A recent full-page advertisement in the Arkansas Democrat was headed "Fones Bros. Hardware Co. has been serving Arkansas for almost a century." It commemorated the 91st anniversary of this well-known Little Rock wholesale hardware house, which had its start in 1859, when D. G. Fones opened a tin shop in Little Rock, with stock including such hardware items as stoves and kitchen utensils.

Aladdin Appoints White General Sales Manager

Victor S. Johnson, president of Aladdin Industries, Inc., at a meeting at the new Vacuum Bottle Division plant at Nashville, Tenn., announced the appointment of J. O. White as vice president and general sales manager of the company.



J. O. White

Mr. White, who for the past 15 years has been vice president in charge of sales of the lamp and heater division, is widely-known in the industry where his interest in the progress of lamp development has led to his election to the presidency of the Lamp and Shade Institute of America.

Frost to Manage New Winchester Division .

Winchester Repeating Arms Co., Division of Olin Industries, Inc., New Haven, Conn., has announced the appointment of George E. Frost as manager of the company's newly created Products Service Division.



G. E. Frost

The new division, which Mr. Frost will head, reporting to the regional manager, was created as an aid to improved customer relations. It will be responsible for service to customers on all company products manufactured in New Haven.

Huey and Philp Celebrate 78th Anniversary

Seventy-eight years of successful operation in the hardware business in Dallas were celebrated with an open house last month—May 1 to 5—by the Huey and Philp Hardware Company.

Although the institution was launched by its founders, Joseph Huey and Simon Philp, as a "hardware store" in 1872, it has developed into one of the biggest strictly wholesale selling organizations in the Southwest, in addition to being one of the oldest.

Activities of the firm now include a restaurant supply business and a manufacturing plant, where some of the most progressive ideas in metal fabrication are developed for customers who include about 3,000 restaurants and hotels in the South-

another **SURE WINNER**
from **LAMSON!**



the **LAMSON** STOVE BOLT CHEST

WIN extra profits and convenience for yourself with this handy Lamson Stove Bolt merchandiser.

PLACE it on your counter or shelf. It takes a space only 12" x 10" x 28". Contents and retail prices are plainly marked on drawer fronts for your convenience. Cabinet contains 42 sizes—4,800 bolts in all.

SHOW a neat profit of over \$50 on the piece-by-piece sale of contents for an investment of only \$47.25*. The attractive steel cabinet is yours.

Take our tip and ask your distributor about the new Lamson Stove Bolt Chest, or write us direct.

*\$48.50 WEST OF THE ROCKIES

THE LAMSON & SESSIONS COMPANY

General Offices: 1971 West 85th Street • Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Birmingham • Chicago

LAMSON & SESSIONS



west. The hardware division serves 4,000 hardware, sporting goods, variety and department stores and lumber yards and appliance dealers.

Throughout the period of the open house anniversary, at least 1,000 representatives of customers of the hardware division visited the plant. This is the largest unit in the firm's enterprises, and it has been enlarged. Originally a two-story building, it was added to, then covered with a third floor, to which another addition was built. The last project added 40,000 square feet, bringing the total to 135,000.

Huey and Philp spared no preparations to assure attendance for the anniversary. Thousands of special invitations were sent to friends and customers. And both Dallas newspapers produced eight-page Sunday supplements, each of which was decorated with pictures of buildings, facilities, products and key men in the organization. Floral pieces were placed throughout displays of merchandise which had been specially prepared for the occasion.

The wholesale hardware division represents more than 200 different lines of merchandise and stocks 35,000 items.

Ralph to Manage Gensco Tool Division Sales . . .

G. J. Zimmerman, general sales manager of the General Steel Warehouse Co., Inc., 1806 Kastner Ave., Chicago 39, Illinois, has announced the appointment of Richard S. (Dick) Ralph as sales manager of the Gensco Tool Division.



R. S. Ralph

Mr. Ralph has previously held such positions as vice president of U. S. Products Export Corp., assistant sales manager of Whitewater Products Corp., and general manager of Whitewater International, all of Chicago. He was a major in the A. E. F., assigned to General Eisenhower's headquarters in France during the war.

He will be in charge of the expanding sales and merchandising program of the Gensco line of imported Swedish steel saws, chisels and knives being sold throughout the U. S.



Fit your
File stock to the
Fields you serve★

EXAMPLE—Typical timber region files

Black Diamond Brand	Pop. Sizes	
Special Crosscut (Saw)	7"	8" 10"
Mill Bastard	8"	10" 12"
Mill Bastard (1 & 2 rd. edges)	6"	8" 10"
Cantsaw	6"	8" 10"
Web Saw	5"	5½" 6"
Flat Chain Saw (2 rd. edges)	8"	
Square Chain Saw	8"	
Round Chain Saw	8"	
Slim Taper (Triang.)	5"	6" 8"
Ext. Slim Taper	5"	6" 7"
Double Ext. Slim Taper	5"	6" 7"

LOGGERS, pulpwood cutters, saw mills need saw files—lots of them and many kinds. Progressive hardwaremen located in the timber belts have found that they can boost their file sales very substantially by specializing on saw files *and making known to the logging and saw mill industries the fact they carry The right file for the job.* The fast-rushing popularity of power-operated chain saws, for instance, has added a big new field for special types of files. (One—the new Black Diamond Round Chain Saw File—is shown at the left.) In addition, the usual assortments of regular purpose files are carried for the general-user trade.

What are the predominant file-using activities of *your* surroundings? Cultivate them. ★Your hardware wholesaler will gladly help you study your territory and advise you conservatively on the stocks you need to make you "file headquarters" in your community.

NICHOLSON FILE CO. • 15 ACORN ST., PROVIDENCE 1, RHODE ISLAND

(In Canada, Port Hope, Ont.)



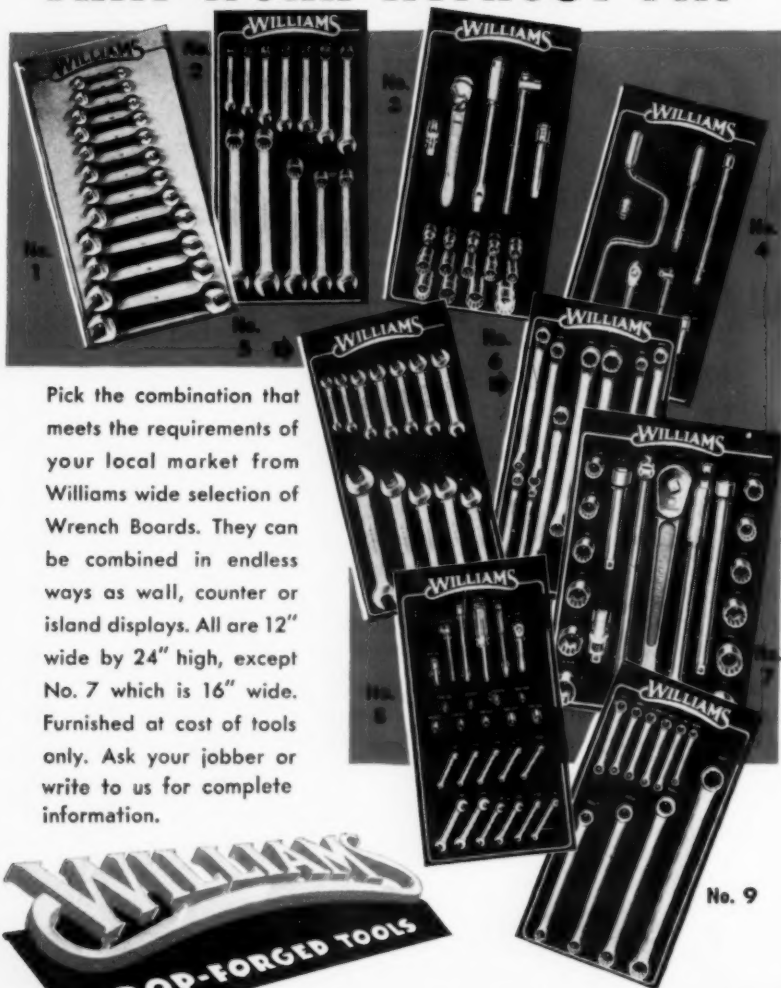
Note special spiral single cut in precisely right shearing angle and proper degree of fineness to combine fast cutting and excellent finish.

BLACK DIAMOND

A FILE FOR EVERY PURPOSE



TOOL SALESMEN THAT WORK WITHOUT PAY



Pick the combination that meets the requirements of your local market from Williams wide selection of Wrench Boards. They can be combined in endless ways as wall, counter or island displays. All are 12" wide by 24" high, except No. 7 which is 16" wide. Furnished at cost of tools only. Ask your jobber or write to us for complete information.

J. H. WILLIAMS & CO., DEPT. SH650, BUFFALO 7, N. Y.

Brandt to Represent Stanley in the South

Stanley Electric Tools, Division of The Stanley Works, New Britain, Conn., has announced the appointment of Robert W. Brandt as sales representative in North Carolina, Georgia and Florida.



R. W. Brandt

A Californian by birth, Mr. Brandt graduated from Mount Hermon School in Mount Hermon, Mass., following which he served in the Navy for one year.

Mr. Brandt was formerly a sales representative of the Corbin Screw Division in the southern states.

RB&W Name Harding New Manager of Screw Sales . .

Russell, Burdsall & Ward Bolt and Nut Co., Port Chester, N. Y., have announced the appointment of Emmet F. Harding as manager of screw sales for the company. He was formerly general sales manager of American Hardware Corporation's Corbin Screw Division, New Britain, Conn., before joining RB&W.



E. F. Harding

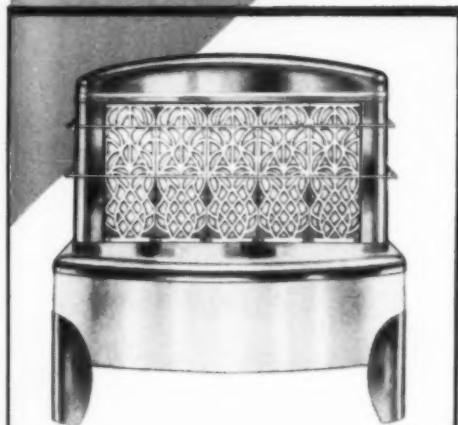
During his 27-year career, which includes 15 years of selling on the West Coast and in New England, Mr. Harding has been with the American Hardware Corp., and prior to that, with Henry Disston & Sons, Inc., Philadelphia, Penn.

*Distinctive
New Beauty
of Design!*



*Amazing New
Efficiency
and Economy!*

THE GREAT NEW *Hearth Flo* GAS CIRCULATOR



MANUFACTURED BY
THE MAKERS OF
Hearth Flo
GAS HEATERS

Here at last is a Circulator designed for beauty as well as efficiency! Its smart, functional styling puts it in a class by itself — makes it really a part of modern living! Just imagine how this strikingly attractive Circulator will catch the eye — and the pocketbook — of the people in your community.

Especially when this outstanding good-looker is also so economical to own and operate — so efficient in heat output. It is engineered to provide over-all room comfort from wall to wall — and right down to the floor!

The Hearth-Flo Circulator is available in sizes to cover single and multiple-room installations. It may be used with natural, manufactured, or L-P gas. The higher capacity models are equipped with thermostatic control, safety pilots, and blowers.

Talk to your Jobber's Representative about the Hearth-Flo right away.

JACKES - EVANS MFG. CO. • ST. LOUIS, MISSOURI

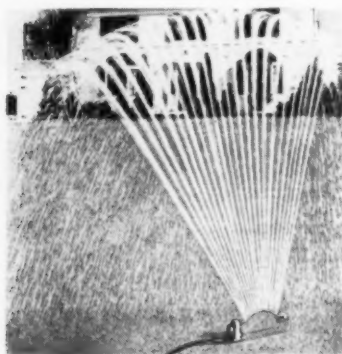
NEW PRODUCTS

AND SALES PROMOTION MATERIAL

Melnor Introduces New Swingin'-Spray Sprinkler

Melnor Metal Products Co., Inc., 112 Lafayette St., New York 13, N. Y., has introduced a new Swingin'-Spray sprinkler that sweeps a curtain of rain over a rectangular plot up to 40 ft. by 50 ft., or an area of 2,000 square feet. By a simple adjustment, smaller areas can be watered.

Rectangular stream patterns are said to prevent water waste, as it eliminates overlapping watered areas and permits watering into corners. Rustproof, water-driven gears never need oiling and swing the 18-jet tube slowly back and forth, allowing time for thorough and deep penetration of each water drop, it is claimed.



Each sprinkler is guaranteed and carries an individual and numbered warranty registration card.

Rigid, precision construction includes rustproof, non-corrosive aluminum, and stainless steel, with solid brass bushings. It operates on normal water pressures. Size: 20" x 6½" x 6". Weight: 1¼ lbs.

Sargent Introduces New Parrot Head Pruners

Sargent and Company, New Haven, Conn., have introduced a new "parrot head" pruner that is said to help the woman gardener keep her wrist straight with no fear of fatigue while pruning.

The grip on the new pruning shears is natural and easy, much like that used for handling a pistol. The shears are light and compact, weighing less than half a pound, yet with a 600-pound bite.



Known as the Garden Club pruner, the shears are formed in the shape of a parrot's head, hence the name. Nickel plated and polished, the pruners are made with a tool steel knife blade with a safety catch to keep the edge hidden when not in use. The blades cut into a slot and will not pull or go on an angle, thereby keeping the blade sharp, it is claimed.

Gardeneer Tool Rack Introduced by Inland

Inland Steel Products Co., Box 333, Milwaukee 1, Wis., has introduced a new Gardeneer tool rack, a practical and inexpensive storage place for garden and household tools, and a companion sales item for the Gardeneer pick-up cart.

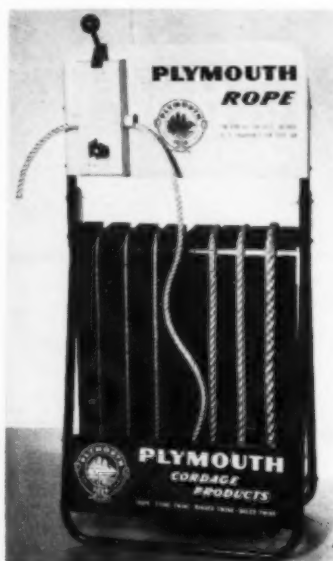
The rack is built to hold six long handled tools in the front, and five short handled tools in the rear of the rack. All parts are formed of heavy gauge steel and beaded for extra strength. In baked enamel finish, brackets are orange and rack sections are green. The bottom section has 1¼" corrugations to automatically put tension on the tool handles which are inserted through the openings.



The Gardeneer tool rack comes individually packed in a carton complete and ready for installation, including wood screws and stove bolts. Only a screwdriver is needed to attach it to garage, basement, etc.

Plymouth SalesMaker Cuts Ropes from Coils

Plymouth Cordage Co., Plymouth, Mass., has announced a new SalesMaker that measures and cuts ropes from coils in any lengths, already claimed to be increasing retailers' sales by at least 25 percent.



A built-in meter on the SalesMaker accurately counts off every foot of rope and measures the entire length required. A keen-bladed cutter is also part of the unit. Any size up to one inch diameter can be handled.

Plymouth's new SalesRak, which dispenses rope in any length up to 300 feet, is said to be a useful companion to either the HandyPak or the new SalesMaker. It dispenses ¼ and ¾ inch diameter ropes in lengths up to 300 feet, and ½-inch ropes in lengths up to 200 feet. A handy yardstick is painted on the display for measuring.

Spools may be quickly replaced. The unit can be displayed on the floor or their rear support removed and the entire unit hung on the wall, parallel or at right angles.

Guns of the Month

JUNE



SAVAGE
MODEL 24
.22 RIFLE—
.410 SHOTGUN
COMBINATION

THE FAMOUS
OVER
and
UNDER
GUN



Now with stock
and forearm
of American walnut



FOR FUN, FUR or FEATHERS

... here's the *one* gun that's ideal for all three! Shooters use the accurate "22" rifle barrel for plinking, informal target shooting and small game. Then, with the flick of a thumb, the dependable "410" barrel (3" or 2½" shells) is ready for flying game, pests or targets. It's a "natural" for your arms display—and it's *the only .22-.410 combination in regular production.*

SALES SLANTS

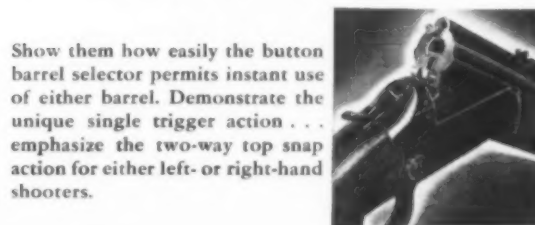
Display the Model 24—when they see it, they *want* it. It's a lightweight, streamlined, compact beauty ... practical and low priced.

Point out that the upper barrel shoots .22 long rifle, long or short cartridges (regular or hi-speed)—the lower barrel, .410 shot shells.

ANY MONTH...

it's "good business" to feature Savage, Stevens and Fox shotguns and rifles. From "22" rifles to shotguns to big game rifles, there's a Savage, Stevens or Fox that's the best value for every shooter. Know them, display them, *sell* them—and watch your arms profits soar.

SAVAGE ARMS CORPORATION
Firearms Division Chicopee Falls, Mass.



Show them how easily the button barrel selector permits instant use of either barrel. Demonstrate the unique single trigger action ... emphasize the two-way top snap action for either left- or right-hand shooters.



SAVAGE

SAVAGE • STEVENS • FOX Rifles and Shotguns

SAVAGE • WORCESTER Power and Hand Lawn Mowers

SOUTHERN HARDWARE for JUNE, 1950

HERE'S A REAL PROFIT LINE!



Guaranteed by
Good Housekeeping
if defective or
not as advertised

**NICHOLS
NEVER-STAIN**
TRADE MARK

SOLID AND STRANDED ALUMINUM CLOTHESLINE WIRE

"The Washday Sweetheart"

- WON'T RUST • WON'T ROT
- WON'T CRACK
- HOLDS ALL TYPES OF CLOTHESPINS
- WILL NOT SOIL WASHINGS

Display this top sales-builder for steady profits. Millions of feet of Nichols Never-Stain Aluminum Clothesline have been sold. Costs no more than ordinary clothesline. Ideal for yards, basement or attic.

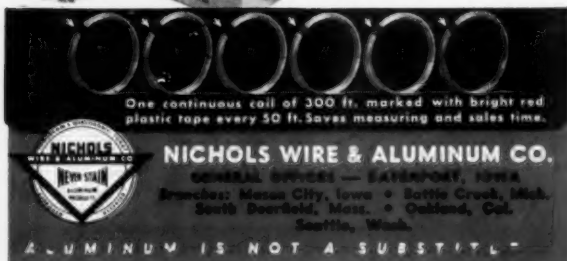
NATIONALLY ADVERTISED TO OVER
20,000,000 READERS



PACKED
4-300 FT. COILS
PER CARTON



- BETTER HOMES & GARDENS
- HOUSE BEAUTIFUL
- AMERICAN HOME
- GOOD HOUSEKEEPING
- PARENTS' MAGAZINE
- WOMAN'S DAY
- PATHFINDER
- SUNSET
- HOUSEHOLD



One continuous coil of 300 ft. marked with bright red plastic tape every 50 ft. Saves measuring and sales time.



NICHOLS WIRE & ALUMINUM CO.

GENERAL OFFICES — BATESPORT, IOWA
Branches: Mason City, Iowa • Seattle Creek, Mich.
South Dearfield, Mass. • Oakland, Cal.
Seattle, Wash.

ALUMINUM IS NOT A SUBSTITUTE

Here's how Fred W. Wappat Electric Hand Saws



*Increase
Your
Profits!*

THEY'RE PRICED
to SELL to ALL
BUILDERS

—this wider market
means more sales for you!

BUILDERS KNOW they're
QUALITY TOOLS—products
of 25 years' experience!

THEY'RE ADVERTISED in
Practical Builder, American
Builder, etc., to make
more prospects for you!

List:
Model A-8
2-5/8" Cut \$115.00
Model A-9
3-7/16" Cut \$135.00

Fred W. Wappat Saws
**SELL THEMSELVES
on our unusual
FREE TRIAL OFFER**

It doesn't cost you a penny to
have a Fred W. Wappat Saw
work for you. By using our Free
Trial Offer, you let them prove
themselves... sell themselves.
Write today.

INVESTIGATE the
Fred W. Wappat
Dealer Plan

No red tape to handling and
selling Fred W. Wappat Saws.
Learn about the profitable and
dependable Fred W. Wappat
Dealer Plan. Write today for
full details.

Powerful Fred W. Wappat
Electric Hand Saws bring
you more sales, greater
profits! 25 years of special
ized experience in design-
ing and building fine elec-
tric hand saws makes pos-
sible a price within reach
of all your builder custom-
ers. Advertisements in the
leading trade magazines are
telling your builder cus-
tomers how dependable Fred
W. Wappat Saws can save
money for them by effi-
cient, more accurate work,
on a variety of cutting jobs.

**NEW! Fred W. Wappat
MAXAW—the 6" Saw
with "Big Saw" Fea-
tures. Write now for
dealer information.
List Price: \$65.00**



**BUILDERS
NEED THIS
INEXPENSIVE
PRODUCTION-
CUTTING
SET-UP**

Fred W. Wappat Portable Radial Blade Saws are built for use with any Fred W. Wappat
Saw. Builders get every important feature of a radial saw, yet can quickly con-
vert their Fred W. Wappat Saws back to electric hand saw work. Two sizes:
38" capacity—\$200.00 LIST; 40" capacity—\$100.00 LIST.

Fred W. Wappat, Inc.

163 Valley St., Mayville, N. Y.

(on Chautauqua Lake)

Plumb Introduces New Compact Axe Rack . .

Fayette R. Plumb, Inc., Philadelphia, Penn., has developed what is believed to be the first axe display rack to combine compactness, mass display, and safety.

The rack, which takes up less than one square foot of floor space, is delivered completely assembled, individually packed. It is of all steel permanence. Its high-lustre chrome-like appearance is said to harmonize

with store interiors, while its all-weather finish and light weight allows moving the rack outdoors without fear of damage from weather.

The rack holds six Plumb axes, head down, with handles protruding upward. Sharp edges are guarded by the cradle of the rack.

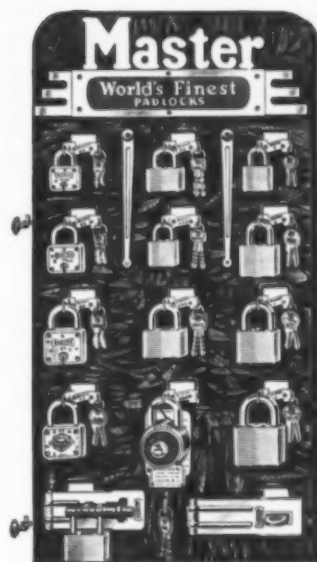
Because of sectional preferences, the Plumb axe rack is being offered in two designs: one to accommodate single bit axes, the other for double bit axes.

Master Lock Announces New Display Board . .

Master Lock Co., Milwaukee, Wis., has announced a new Master No. 100 display board, available at no extra charge with the purchase of a small stock of Master locks, retailing from 20 cents to \$1.50.

The new display, 11 $\frac{1}{2}$ " wide by 23 $\frac{1}{2}$ " high, is designed in a crystal blue mother-of-pearl finish, complete with 3-dimensional "Master" identifying sign in brass. Pilfer-proof padlock hangers are featured, along with bright price tickets that are permanently attached. Nickel-plated hooks for pivot mounting make the display easy to install, it was announced. If preferred, the unit may be flush mounted on a cabinet door panel.

Master No. 100 display assortment consists of two each of 14 numbers—one to display and one for stock. These include: "Little Giant" pad-



locks numbered 44, 55, 66, and 77, 20c to 69c retail; laminated warded padlocks numbered 22, 105, and 55, 35c to 59c retail; "Secret Service" padlocks 7, 3, 1, and 5, 75c to \$1.50 retail; Master Champ combination padlock No. 1500, 89c retail; Master 704 safety hasp, 29c retail; and Master 450 hasplock, \$1.25 retail. Retail value of all items is \$19.52, cost to the dealer is \$12.95.



Draper-Maynard BASEBALL EQUIPMENT

The leader among
Hardware Retailers!

Complete lines... Right prices...
Quick turnover... Good profits...

Write to your jobber
for catalog and prices
or to

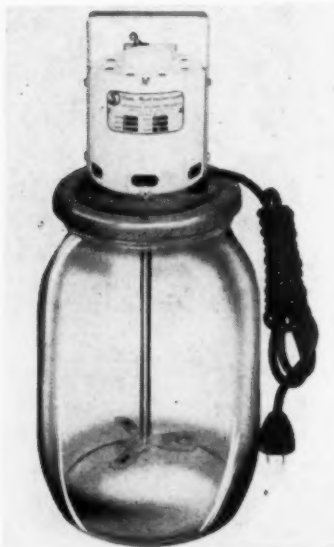


THE DRAPER-MAYNARD CO. 4861 SPRING GROVE AVE. CINCINNATI 32, OHIO

Four New Electric Churns Added to Dixie-Maid Line

Southern Electric Products, P. O. Box 406, Anderson, S. C., manufacturers of Dixie-Maid electric churns, has announced the addition of four new machines to its line.

One of the new units, Model M, shown here, churns, whips and mixes.



Features include: quiet, air-cooled motor in white enamel; one-gallon Duraglas jar; exclusive propeller dasher; 2-4 qt. capacity. The machine and jar retail for \$12.65, extra jar for 95 cents.

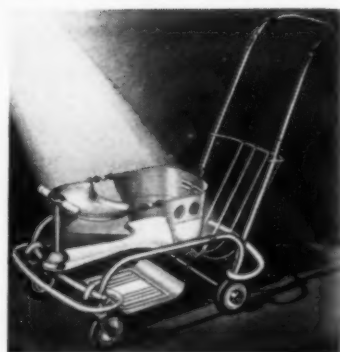
Also announced is Model S, for two, three gallon glass jars. Features of this unit include: sturdy, powerful motor, fan-cooled; adjustable dasher; 1-3 gal. capacity. Churn retails for \$15.93; 2-gal. jar for \$2.25; 3-gal. jar, \$2.70.

Machines and jars are available for immediate shipment. Request sample and illustrated ad material are available from the manufacturer.

New Murray-Go-Round Baby Walker Announced

The Murray Ohio Mfg. Co., 1115 East 152nd St., Cleveland 10, Ohio, has announced the addition of the new Murray-Go-Round baby walker to its line of juvenile wheel goods.

The walker is of metal tubing construction to obtain maximum strength and durability. It is also built to glide with ease, so that the child can be pushed in the walker with little effort. The secret of its effortless motion lies in the fact that it has chrome steel ball-bearing wheels, and a caster-type fork that is shimmy-free, the manufacturer pointed out. Extensive tests are said to have proved that this fork will not wobble or wear unevenly.



Other features included are: rounded, smooth edges so children cannot cut fingers or tear clothing; acid-proof, bright, baked enamel finishes that are non-toxic; large-size, molded rubber tires; adjustable chrome handle; roomy package carrier that is easily detachable; spring-suspended seat that provides floating ride; and a brake and snap-on tray foot-rest that is rubber padded to eliminate rattles.

A full-color folder illustrating the new unit and containing complete specifications is available from the manufacturer.

New Aluminum Deep Fat Fryer with Seamless Well

Burpee Can Sealer Co., Barrington, Ill., is introducing a round, seamless all-aluminum, automatic electric deep fat fryer which is said to have twice the food capacity of any deep fat fryer now made, because of its round construction.

Die-drawn from one piece of plate aluminum, the cooking well of the fryer is seamless. It has a satin mirror finish that is easy to clean because it can not absorb grease like ordinary cast aluminum, it is claimed. Because it is round, there are no hard-to-get-at corners.

Priced to retail at \$24.95, the new utensil comes complete with an easy-to-clean frying basket, has a chromolox heating element embedded in ceramic, and an automatic thermostat. A pilot light on the thermostat dial tells when grease is hot enough to use.



NEW REEVE *ShureSell* TRADE-MARK "SHOWBOAT" GONDOLAS

ALL METAL AND GLASS

HOLD MORE

SHOW MORE

SELL MORE

Scores of buyers say... "the finest display units ever built"... "pay for themselves in less than a year"... "Increase sales more than 25%."

REEVE "Showboats" provide three times more display area than flat counters. Each bin is clearly visible from all sides.

High chrome finish tubular frame... baked enamel perforated metal shelves... heavy glass with polished edges for bin divisions... and other exclusive features that make the REEVE "Showboat" the most beautiful and functional display unit made. Complete in every detail... Ready to set on your sales floor... and go to work. Send now for brochure giving full description.

OUR NEW CATALOG JUST OFF THE PRESS! Send for it today! Hundreds of new improved items from ticket holders to large display units.

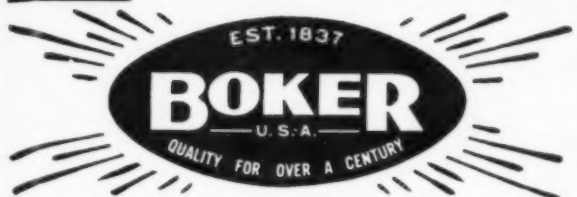


REEVE COMPANY

"Serving America's Retailers since 1913"

2222 S. GRAND AVENUE • LOS ANGELES 7, CALIFORNIA

FREE...THESE SMART



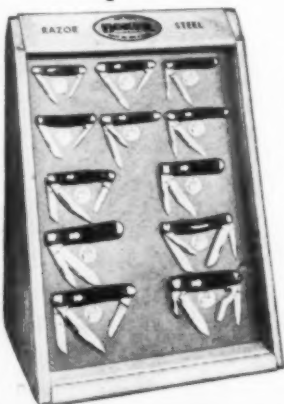
DISPLAY CASES
Silent Salesmen that pile up PROFITS!

They're handsome blond-birch counter-cases that will stop store traffic . . . sell the famous BOKER line on sight.



Here's the Deal!

Shear and Scissor Display Case — stocked with 10 fast selling items — ½ doz. of each — a total of 60 profit makers.



Pocket Knife Display Case — comes stocked with 6 each of 12 pocket knives of your own selection — 72 items that will move out fast.

Get Your Order in Today -

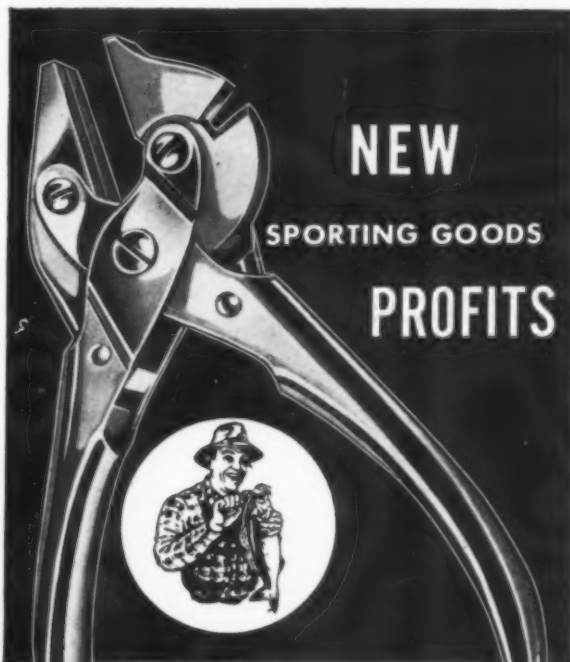
See Your Jobber!

H. BOKER & CO., INC.

Established 1837

Quality for over a Century

101 Duane Street New York 7, N. Y.



NEW

SPORTING GOODS

PROFITS

"This plier should be in front of the fisherman every time he buys a fish-hook."—American Guides Association.

Here's an exciting, all-purpose tool that is new to your fisherman customers. Nickel-plated, its one-ton cutter snips hooks and wire easily. Its vise-like, parallel-action jaws make it ideal for repairs on reels and small parts of motors. A Safety First must for cutting off barbs in case a hook gets into your hand or leg. Perfect for removing hooks. Use it for pinching lead sinkers, tying flies, skinning fish and hundreds of other uses. Every tool kit and tackle box deserves one.

MERCHANDISING KIT AND NATIONAL ADVERTISING



You get window and counter displays, newspaper mats, a colorful package, folders — and strong national advertising in the leading sports magazines. Don't miss these extra spring and summer profits. Order from your distributor. Or write today for information on how to get your free merchandising kit. Just drop a note to . . .

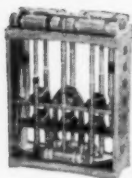


Sargent and Company

45 Water Street
 New Haven, Conn.



**Every Family is a
Customer for
SOUTH BEND CROQUET!**



**— and South Bend
Has 10 Models For
Every Family Need!**



The word *Tremendous* does not exaggerate the appeal of South Bend Croquet. This famous game is a natural to satisfy the ever increasing interest in family recreation. The complete line of South Bend enables you to offer a croquet set to fit every family purse. 10 models are available, each in strikingly smart colors and all of quality construction.

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N.Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.

Midwest—South Bend Toy Mfg., So. Bend, Ind.
So. Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.
No. Calif.—Standard Toy Agencies, 718 Mission, San Francisco, Calif.

Denver & Pac. N. W.—Leo Scherret, 2840 W. 93rd St., Seattle 7, Wash.

**SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA**

SOUTH BEND
Croquet

AMERICA'S FAMILY GAME

**Self-Pressurizing Fuel
For Flame Tools, Etc. .**

Pressure Products Corp., 140 N. Dearborn St., Chicago 2, Ill., is introducing a new self-pressurizing fuel for flame tools and small appliances, packaged in a seamless throw-away container much the same size as an ordinary beer can.

The new product is called Prepo by its inventor, Louis A. Falligant, president of the company. At the same time, the first of a series of tools and appliances being designed for use with the new fuel were announced, including the Prepo hand torch, which lights instantly without pouring, pumping or priming and burns with a clean, blue flame of more than 2200 degrees.

Like bottled gas, Prepo cannot be poured from the container, since it can not be opened. A rubber valve mounted on top of the can permits it to be attached to a mating fixture on the torch or appliance. It then becomes the tank of the appliance until empty, when it is removed, thrown away, and replaced by a new one.



Soon to be placed on the market are a number of other tools and appliances which will bear the Prepo name. Included in the group are a "no-stoop" weed burner for home gardeners, a camp stove, solder dip pot, camp lantern that will produce a light equal to an 85-watt bulb, a soldering iron, etc.

The new self-pressurizing, self-vaporizing liquid fuel is compounded of several hydrocarbons to produce a product with the variable characteristics needed for general use, it was announced. Hydrocarbons are blended to provide a pressure that is constant enough to continue until the fuel can be emptied. Research engineers in the laboratories of Phillips Petroleum Co. developed the Prepo formula.

Exhaustive tests have been conducted on Prepo during the past two years to insure its safety features, the manufacturer pointed out. Tests proved that combustion of Prepo can proceed only in the presence of oxygen, and that the pressure and vaporization characteristics of the fuel are such that it is not possible for air to enter in quantities sufficient to support combustion.



**BUSHMAN SWEDISH
BOW SAWS**

Swedish currency devaluation
enables price cut in the face
of a rising market.



NEW SAW DISPLAY DEAL

This beautiful display and storage stand of wood and duron in three colors holds 10 saws and 80 extra blades, and is FREE with the purchase of only eight saws and six replacement blades. Designed for floor, counter or wall. The Deal includes one 24", one 42", three 30" and three 36", and three each extra 30" and 36" blades.

Retail price of saws	\$30.40
Dealer Cost	20.27
Your Profit	\$10.13

Slightly higher west of Rockies

INDIVIDUAL PACKING

30", 36", and 42" regular styles are now packed in individual corrugated cartons.

NEW MODEL SAWS

Including 30", 36" and 42" saws with extended handles.

**WRITE FOR NEW PRICES AND
LITERATURE
ORDER FROM YOUR JOBBER**

GENSCO TOOL DIVISION

GENERAL STEEL WAREHOUSE CO., INC.
1806 North Kostner Avenue, Chicago 39, Illinois

W. R. C.
SMITH
PUBLICATION

These are the publications advertisers are using to sell America's fastest-growing region

For more than fifty years W. R. C. Smith Publications have served the South and Southwest, and have produced profitable response for advertisers. Tempting sales opportunities exist in the market today; the future potential is tremendous. Intensive regional coverage is not only warranted — it is a necessity if you are to fully cultivate the market.

In their specific fields the Smith Publications provide this dominant, comprehensive coverage you need. For detailed facts on any or all the markets served and Smith's service to advertisers your inquiry is invited.

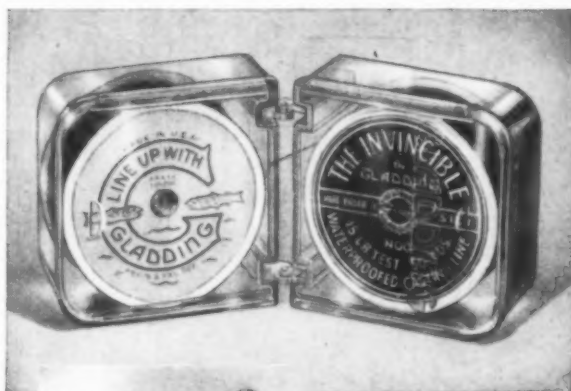
W. R. C. SMITH PUBLICATIONS

806 Peachtree St., N.E., Atlanta 5, Ga.



SOUTHERN HARDWARE offers the most complete coverage of the wholesale and retail trade in the 16 Southern and Southwestern states.

NATIONAL ADVERTISING KEEPS GLADDING THE BRAND IN DEMAND



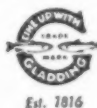
NEW PLASTIC CASE—now comes with Gladding's Invincible, Dauntless, Blue Ribbon. Has sliding lids. Perfect for hooks, sinkers, spinners, leaders, etc.



COUNTER DISPLAY! Two boxes, each holding 50 yds., open on hinges to make beautiful display. Can be snapped apart and sold separately . . . or can be folded into space-saving, self-locking, double-deck display.

Get Your Share of SALES with This Arresting Counter Display

This year, more than 15 million Gladding advertisements will appear in *Saturday Evening Post*, *True*, and leading outdoors publications! They'll feature Gladding lines in their new plastic utility cases. Make Gladding's national advertising YOUR advertising! Put Gladding lines on display today.



Est. 1916

B. F. GLADDING AND CO., INC.
SOUTH OTSELIC, NEW YORK



• Sliding lid opens easily, stays shut securely. Comes with every Gladding tapered line. Available at small extra cost, with Gladding level fly lines.

Your most
important business
date this year

JULY 10-14

(Monday through Friday)

**ATLANTIC CITY
AUDITORIUM**

Atlantic City, New Jersey

NATIONAL HOUSEWARES and HOME APPLIANCE MANUFACTURERS EXHIBIT

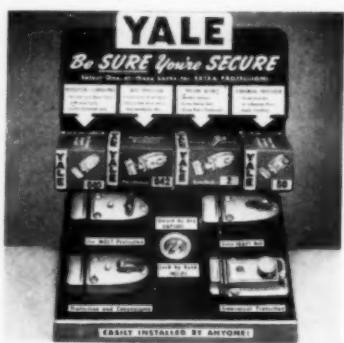
Make your plans now for the great Atlantic City Exhibit to see your industry on parade in the largest concentration of Housewares and Appliances ever assembled. Planned to save the time, money and energy of both Buyer and Manufacturer, this exhibit will be the national meeting place of your industry in 1950 — the trading center of the world for all that is new in Housewares and Appliances. You will see ALL the new products, ALL the latest merchandising and display ideas—all designed to help boost your sales in this important year.

**NATIONAL HOUSEWARES
MANUFACTURERS ASSOCIATION**

(Incorporated Not For Profit)
1140 Merchandise Mart
Chicago 54, Illinois
Phone: DElaware 7-8585

Packaged Promotions for Yale's Shelf Hardware

Stamford Division of Yale & Towne Mfg. Co., Chrysler Bldg., New York 17, N. Y., has introduced a new counter merchandiser and display for its 1950 five "packaged promotions" for Yale stock locks, door closers and other shelf hardware.



Here is shown the marketing device to display four nightlatches, as they actually appear on doors, as well as a stock of these products in their red Yale boxes within easy reach of consumers. Simple language describes the degree of security provided by each nightlatch model and the application of the locks.

Other packaged promotions relate to screen door hardware, cabinet locks, padlocks and door closers. Each promotion is a separate marketing program in which are integrated point-of-purchase displays, consumer advertising, trade paper advertising, dealer advertising aids, and direct mail to form a total merchandising package.

Woodmark Offers New Rafter Framing Square

Woodmark Industries, Inc., Minneapolis, Minn., has introduced a rafter framing square that is claimed to be rust-proof. Constructed of fine quality hard, rigidly tempered solid stainless steel, the new square, Model W-100-RS, has precision machine ground surfaces and edges. Body of the square is 24 x 2 inches, and tongue measures 16 x 1½ inches.

A feature of the new square is the photogravure process etched graduations and markings. This method etches extra deep and is recognized as the most accurate of graduating procedures, it is claimed. The graduations and markings are jet black in-laid metal, making them permanent, definite, and legible under any conditions.

Model W-100-RS has complete reference tables and scales, including 100th scale, octagon scales, brace measure, common rafter, hip and valley, jack rafter, and Essex board measure. The edge graduations on the face are 1/16, ¼ inches, and on the back 1/16, 1/10, and 1/12 inches.

Each square is packaged in a hermetically sealed, plastic wrapper.

Belknap Issues New General Catalog

A new general hardware catalog has just been brought off the press by Belknap Hardware & Mfg. Co., Louisville, Ky., and is now being distributed to their customers.

Though comprising a total of more than 3500 pages, the catalog is compact and concise; and with logical grouping of lines and with a mid-section general index on colored paper stock, any desired information is easily available on the vast assortment of merchandise covered in the 1950 Belknap catalog.

P-S Offers Home-Owners New Color Selector

The Patterson-Sargent Co., 1325 East 38th St., Cleveland 14, Ohio, makers of BPS paints, is now offering a new color selector to home-owners who are about to re-decorate their home interiors.

Built around the growing trends toward single color decoration, walls and woodwork in matching colors, the new and compact color selector is called BPS Color-Vision. It allows users to see actual color results before they paint, and it features three rooms: living room, dining room and bedroom. Each Color-Vision set contains small slide-rule color panels, one for ceiling colors, the other for background wall colors. By sliding wall and ceiling panels back and forth, the home-owner can arrive at any color combination desired.

Originated and perfected by Patterson-Sargent, single color room decoration is said to call for the use of made-with-oil Flatlux on walls, color-matched Satin-Lux or Glos-Lux enamel on woodwork and trim. All three paints come ready-matched for immediate use and require no mixing or matching, it was announced.

Magic-Clerk Features New Billings Wrenches

Billings and Spencer Co., Hartford 1, Conn., has announced a new counter display, the Magic-Clerk EBC 66, which will feature a new line of Billings alloy steel wrenches, made under the Billings registered name Life-Time.

Enameled in royal blue color, Magic-Clerk is said to create a desire among customers to remove one of the new wrenches from the display for examination and purchase. The wrenches are priced to sell rapidly.

Three popular styles of the new Life-Time wrenches: 23 Engineers', 6 sizes, 12 openings; 24 Combination, 6 sizes, 6 openings; 19 Box 45-degree angle, 5 sizes displayed on the face of the Magic-Clerk, the remainder of the stock within easy reach in the partitioned pocket behind the display.

Billings Life-Time wrenches are drop forged from selected alloy steel; openings are clean and accurately machined; handles are slim and round edged; scientifically heat treated; heads polished; finished with an attractive overall chrome plate, it was announced.

YOUR STORE CAN PROFIT ON THE BIG DEMAND FOR

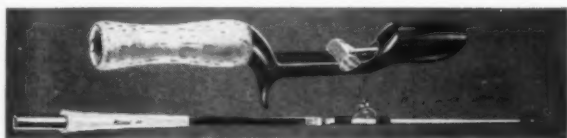
Bristol

THE HORTON MANUFACTURING CO.
BRISTOL, CONNECTICUT



Also
Makers Of
Bristol Golf Clubs

**SOLID STEEL CASTING RODS • "ELECTROMATIC" REEL
NYLON BAIT CASTING LINE**



SOLID STEEL CASTING ROD No. 32, \$10.00 (including tax)

This solid steel casting rod has long been a national favorite. Comes in two lengths, either 4½', or 5', as your customers prefer. This rugged rod with sturdy guides has a salt water resistant finish. Its attractive appearance invites sales.



**SOLID STEEL CASTING ROD No. 38—20, 24, 30-inch
\$4.25 (tax included)—3, 3½, 4½, 5-foot—\$5.00 (tax incl.)**

A very serviceable rod in the low price field. Made in lengths to suit all localities. Big seller.



"ELECTROMATIC" BAIT CASTING REEL \$22.00 (includes tax)

New in design. New in performance. Nothing like it. Helps improve casting accuracy, casting distance, practically eliminates backlash. "Electromatic" action keeps speed of the line *always* in step with speed of spool. A big feature to attract sales.



**NYLON BAIT CASTING LINE
100 yds., 15 lb. test — \$2.60**

A Bristol-quality, core-deep, water-proofed line made of du Pont Nylon. Durable in either salt or fresh water. Available in jet black, or light green.

KLEINS



**THE PLIERS
Good Workmen
PREFER**

Good workmen know that the quality of the work they do depends in no small measure upon the quality of the tools they use. Kleins were made for men who know and appreciate the finest in pliers. The highest quality drop forgings—the most careful tempering throughout—the individual testing and inspection of every pair—the carefully honed knives—all add up to pliers that last longer, do the job better.

Klein Pliers are made in a wide variety of styles and sizes to suit every job. Be sure you have a representative selection of these famous tools in stock to care for your customers who appreciate and want the best in pliers.

Distributed Through Jobbers

Foreign Distributor: International Standard Electric Corp., New York



The Klein Pocket Tool Guide shows the many sizes and types of Klein Pliers and contains valuable information on other Klein products. A copy will be sent without obligation.

Since 1857



Mathias KLEIN & Sons
Established 1857
Chicago, Ill., U.S.A.

3100 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Plastic, Collapsible Floating Minnow Bucket

Walteo Products, 2300 West 49th St., Chicago, Ill., has announced a new clear plastic, floating minnow bucket in collapsible form that weighs only five ounces. Now being distributed under the name "Tuk-a-Bucket," the new unit is said to keep minnows alive hours longer by maintaining cooler water temperatures.



The bucket folds compactly (9" x 5" x 1") to fit in the pocket, tackle box or glove compartment of a car. Hydro-tension construction is said to keep the bucket in semi-rigid upright position when filled in its 6½-quart capacity, or it floats when inner plastic tube on upper rim is inflated through oral valve.

Water-clear plastic is said to give

the illusion of minnows swimming free, which tends to attract fish within catching range. A perforated plastic cover with fasteners prevents splashing when filled and carried by hand or in car.

Priced to retail at \$2.25, the Tuk-a-Bucket is individually packaged in clear plastic envelope with instruction insert.

Bradson Adds Two Garden Sprayers to Line

Bradson Co., 4063 Radford, Studio City, Cal., has announced the addition of two new products to the Bradson Insect-O-Gun line, either of which attaches to the garden hose, so that water pressure does the work, eliminating the need of a tank or pumping.

One of the products, the Gard-N-Gun, sprays insecticides and fungicides and will handle wettable sulphur or bordeaux mixture. Its half-pint jar holds enough material to make 1½ gallons of properly mixed spray. Its soft, misty spray is said to thoroughly cover the plant for a complete kill, but is gentle enough to prevent damaging tender plant types. A Touchomatic toggle control turns spray on and off, permitting the use of the sprayer as an extension handle without stopping when spraying low plants or under large shrubs.

The other new product, the Gro-Gun, sprays fertilizers or weed killers that may be mixed with water for spraying. Its pint mason jar holds enough material to make 15 gallons

of properly mixed spray. To spray fertilizers or weed killers, the operator merely covers a small hole with his finger, then removes finger to spray plain water.

The manufacturer also announced improved features for the Insect-O-Gun. It now has two interchangeable jets—standard jet and heavy duty jet for use on trees and large shrubs, large capacity (as much as three gallons of mixed spray), rugged pistol grip and trigger control, and ability to properly handle any brand or type of fungicide or insecticide.



EASY SELLING HURRICANE

Rotary Power Lawnmower



NEW Low Price
NEW 1950 Model
NEW Sales Features

One look at this brand new 1950 HURRICANE practically closes the sale . . . prospects turn into customers as if by magic! But it's no wonder—those many, many HURRICANE sales features and that new low price for a big deluxe mower will make HURRICANE your best seller, too!

If you do not have the Hurricane line now, send us the coupon below. By return mail, you'll receive all the facts about this new, fast selling 1950 HURRICANE . . . ACT NOW.

MAIL THIS COUPON TODAY

NATIONAL METAL PRODUCTS COMPANY, INC.
Department #3 2722 Cherry Street
Kansas City 8, Missouri

Gentlemen: Send me, without obligation, all the facts about your new, low-priced 1950 HURRICANE Rotary Power Lawnmower. I want more lawnmower profits!

Company Name _____

Address _____

City _____

State _____

Strataflo

FOOT VALVES

CAN'T
LEAK

**WITH THE FAMOUS
RUBBER POPPET**

The finest idea in
Foot Valves for jet-type and
high lift water pumps ever
developed. Rubber Poppet
can't leak. Saves its cost in
service many times over.

Noiseless
CHECK VALVES

All-position line Check Valves
with Rubber Poppets for cold water and
with Monel metal Poppets for hot wa-
ter, steam, air or gas. Ask for bulletin
No. 203.

Order from Your Jobber

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA





TIGERGLAS has it!

*A DRY FLY ROD with the
perfect tip action*

► BUILT FOR
FISHERMEN

► BUILT BY
FISHERMEN

More accurate and delicate casts with **TIGERGLAS** tip action. Set the hook and play the fish with the *fighting power* in the butt. Perfectly engineered the way fishermen have always wanted • San Luco's own special tapers in Tigerglas hollow-glass fiber rods are the secret of the fast tip action, smooth fighting power that gives your customers a lifetime of fishing pleasure. Handmade of the finest materials by skilled rodmakers, Tigerglas Rods are a proven sales leader—proven under actual fishing conditions by fishermen all over the country • Write at once for information on the complete line of Tigerglas Rods.

\$15.75 to \$52.00 Retail

FULLY GUARANTEED
NATIONALLY ADVERTISED

Look for the Tigerhead seal. It means more profits for you and greater satisfaction for your customers.

\$23⁷⁵

RETAIL

THE
ORIGINAL
GREEN
hollow-
glass
fiber
rod

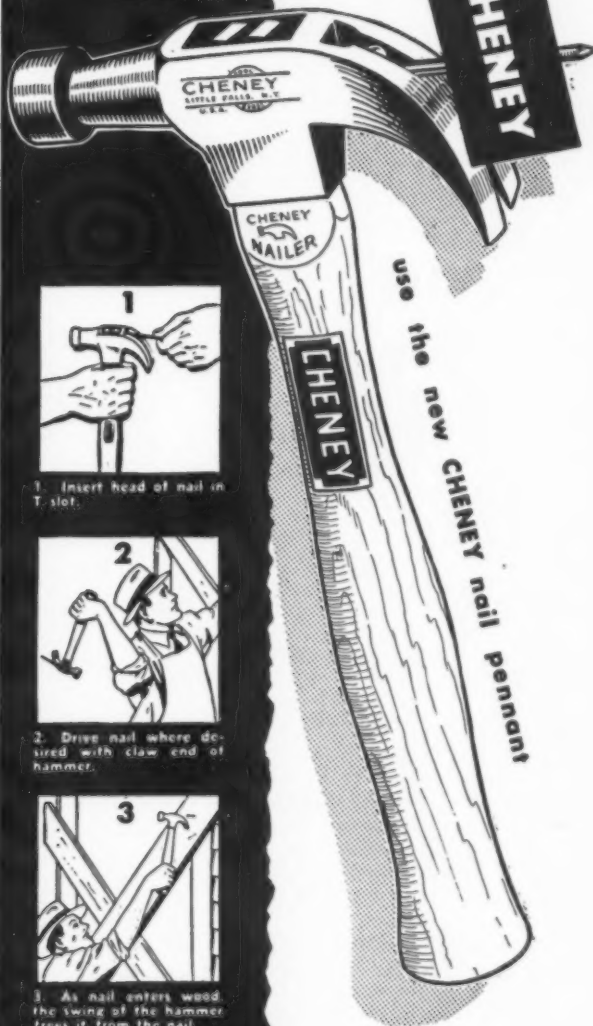


SAN LUCO, INC.

846 STATE STREET, SAN DIEGO, CALIF.

CHENEY

nail holding hammers



1. Insert head of nail in T slot.



2. Drive nail where desired with claw end of hammer.



3. As nail enters wood, the swing of the hammer frees it from the nail.



4. Finish driving nail with hammer face as usual.

Sales Representatives

JOHN H. GRAHAM & CO., INC.
NEW YORK, N. Y.

SANFORD BROS.
CHATTANOOGA, TENN.

ESTD. 1896
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.



**Faster Cutting
Means Faster Selling
with
NEW Shatterproof
Molyflex
blades!**

Sales literally multiplying with Victor's New "Molyflex" High Speed Hand Hack Saw Blades...the blades that in a recent test averaged 23.8% more metal cut than all the leading brands tested. More uniform, completely shatterproof. All hand sizes and pitches available.

**VICTOR STEELRITE
METAL MARKING CRAYONS**

Another Victor profit-producer... attractively boxed and available in a variety of sizes. Ideal for marking on hot, cold, damp or grimy metals. Withstand pickling, yet do not affect enamel application.

Don't forget that Victor is consistently telling its sales story in leading industrial papers to over 400,000 interested buyers. And that Victor's famous Wall Chart and Metal Cutting Booklets are still available. Put

these free sales boosters to work for you!



5834

VICTOR

SAW WORKS, INC., Middletown, N. Y.

Makers of Hand and Power Hack Saw Blades, Frames and Band Saw Blades

**Yankee Introduces New
Glass Casting Rod . . .**

Yankee Mfg. Co., 29866 John R., Royal Oak, Michigan, has introduced the new Glas-Master glass casting rod.

The Yankee Glas-Master is made of solid fibre glass, and is claimed not to rot, corrode or take a set. The shaft is tapered for light action in the tip and for power and flexibility in the fore-shaft. Weighing only 7½ ounces, it is believed to be the lightest glass rod on the market.



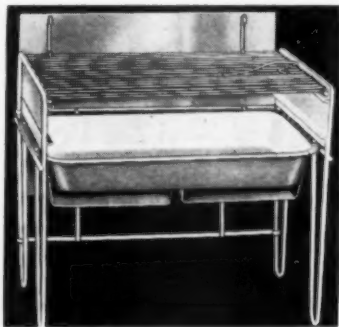
Features include: natural cork Cel-O-Seal grip; highly polished detachable offset aluminum handles; plastic foregrip; hand wrapped stainless steel bridge guides electro polished.

The Glas-Master comes in a dowed carrying case and is available in three lengths: 4½, 5, and 5½ feet, for \$9.95 any length rod.

**New Androck Picnic Stove
For Charcoal Cooking . . .**

The Washburn Co., Worcester, Mass., and Rockford, Ill., has introduced a new portable picnic stove for charcoal cooking.

The new No. 130 stove is designed to efficiently and economically burn fuels, such as charcoal, charcoal briquettes and hardwood. It folds compactly for packing and has its own luggage-type carrying case for convenient handling.



The grill for the new stove can be placed at either of two levels, according to the heat intensity wanted for cooking. A handle is provided for removing the grill when it is hot.

A shield with a reflecting surface can be hung at two levels from either side as a wind guard and heat reflector, or it can be laid flat on top as frying surface. Holes in the fuel drawer ventilate fire and allow ashes to sift to catcher below.

**HANSON
VIKING**

**HEAVY USAGE
STRAIGHT
SPRING
BALANCE**

For use in factories, cotton fields, farms, warehouses or wherever a rugged, heavy duty balance of reliable accuracy is required. Dial is recessed for protection, graduations deep etched for durability and readability. Adjustment allows indicator to be set at zero to balance scoop or pan attached to hook.

CAPACITIES	
25 lbs.	by ½ lb.
50 lbs.	by 1 lb.
100 lbs.	by 1 lb.
160 lbs.	by 1 lb.
200 lbs.	by 2 lbs.
300 lbs.	by 5 lbs.

SEE YOUR JOBBER

HANSON SCALE CO.
525 N. Ada Street,
Chicago 22, Ill.

**Galvanized Solid
Clothesline**

- Pliable—Easy to handle. Smoothly rolled. Easily unrolled.
- Non-Kink—will not splinter. Easy to clean. Will not soil clothes.
- Non-stretch—will not stretch as other materials will.

Coils bright and shiny. Have "bay" appeal. Profitable, repeater line. Lowest initial cost. Long life.

Package Units

Packed, 12 coils (50, 75 or 100 ft.) in re-shipping box. Makes easy inventory—insures full count—Simplifies handling and stock control.

Order Today!

Wire Products Company
2715 North 24th St. Birmingham, Ala.
P. O. Box 5355 N. Birmingham Station

More *PROFIT* For You — Better *PERFORMANCE* For Your Customers

The EDWARDS diaphragm* PUMP
a quiet, dependable shallow well pump for
farms, homes, schools and churches that
completely eliminates usual pump troubles

Look at these big features:

- No damage from sand in water
- No packing glands to leak or adjust
- No piston leathers to wear and replace
- No lubrication—ball bearings sealed for life

In two sizes and in electric or gasoline models.

Write for complete details and prices



GENERAL FOUNDRY & MACHINE CO., SANFORD, N. C. Phone 700

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THE ORIGINAL
AUTOMATIC GRIP

SCREWDRIVERS



*Sell Easier!
Repeat Offener!*

They're Nationally Ad-
vertised to millions of
tool-using people *
packed with Wanted
Features * available in
Models for All Types of
Screws * backed by
eye-catching Boxes and
Displays * unsurpassed
in Quality.

Order Thru Your Jobber!

New
MODELS FOR
BOTH TYPES OF
RECESSED HEAD SCREWS



UPSON BROS., INC.
ROCHESTER 4, N. Y.

WRIGHT



Wright Hexagonal Netting requires little or
no stretching. Woven even with perfectly
straight selvage. Users find that it hangs like
a curtain, straight and even throughout.
When they need more they ask for the net-
ting with the famous rooster trademark.

Southern Representatives:

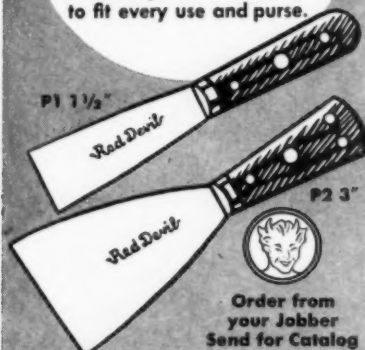
E. L. Hornbrook, D. C. Hornbrook
Box 176 Avondale Estates, Ga.
Lawrence J. Baldwin & Son
306 Carondelet Bldg. New Orleans 12, La.

G.F. WRIGHT STEEL &
WIRE CO.
WORCESTER • MASS.

Red Devil PUTTY KNIVES & WALL SCRAPERS

YES! THE MOST POPULAR!

—because the RED DEVIL line of Putty Knives, Wall Scrapers, Linoleum Knives, Burn-off Knives, Putty Chisels, etc., represent the most complete range in size, shape and flexibility to fit every use and purse.



Red Devil Tools.
IRVINGTON 11, NEW JERSEY, U. S. A.

STOCK

the 4 ways "Easier to Sell" line CHICAGO "Safety Plus" Hexagon Head Cap Screws

- **Constant Demand**—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in all fields of manufacture. Why?
 - **They're Stronger**—More uniform—give a perfect fit for every replacement need, and...
 - **They Cost Less**—They fasten faster and tighter—resulting in lower ultimate costs to your customer, which makes them "easier to sell."
 - **Better Service**—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.
- Remember to ask for these "Chicago" products from your hardware distributor:
- Hexagon Head Cap Screws, Steel and Brass
 - Square Head and Headless Cup Point Set Screws
 - Semi-Finished Hexagon Nuts, Steel and Brass
 - Hexagon Castellated Nuts
 - Fillister and Flat Head Cap Screws
 - Taper Pins
 - Milled Studs
 - Socket Head Cap Screws
 - Socket Set Screws
 - Socket Pipe Plugs
 - Stripper Bolts or Shoulder Screws
 - Square Head Dog Point Set Screws
 - Keys, Assortments and Kits.

The CHICAGO SCREW COMPANY
2513 WASHINGTON BLVD., BELLWOOD, ILL.
Established 1872

CLASSIFIED ADS

FISHING TACKLE BUYER

Attractive opening for fishing tackle buyer and sales promoter, in progressive southeastern wholesale hardware house. With territory covering the TVA lake region there is wonderful opportunity for sales expansion. Give details of experience and qualifications. Replies will be held confidential. Box No. 650, Southern Hardware, 806 Peachtree St., N. E., Atlanta 5, Ga.

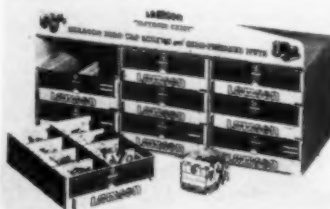
BUILDERS HARDWARE SALESMAN

One Southern Territory open for Capable, Industrious man. Representing Nationally Known Builders Hardware Manufacturer on Straight Commission Basis. Southern Experience Preferable. Give Complete Business and Personal Information. Our Men Know of this ad. Address: Box 649, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta, Georgia.

L&S Offers New Bolt and Nut Fastener Chest . . .

Lamson & Sessions Co., Cleveland, Ohio, manufacturer of bolts, nuts and screws, now is offering a complete package of assorted cap screws and nuts all contained in a "Fastener Chest."

The chest contains nine removable drawers in a steel cabinet finished in orange and black enamel. On the face of each drawer the contents are plainly identified for the convenience of the merchant.



Not only does the new chest simplify inventory and eliminate guess work, but it is priced so that the retailer can profit from the piece-by-piece sale of its contents, it is claimed.

Langley Introduces New Longitudinal Glass Rod .

The Langley Corp., 660 Second, San Diego, Cal., manufacturer of the of the Langley reel with the Anti-Inertia spool, announces its entry into the fishing rod field with the new Langley "Longitudinal" rod, of tubular glass construction.

According to Dick Miller, executive vice president of the company, the new rod embodies a unique method of construction and is expected to revolutionize the glass rod field. An outstanding fisherman and casting ex-

Parrish
Bowls



"SUPREME FINISH" MEANS EXACTLY THAT

The bowls are of choicest Wild Cherry and Hard Maple woods. They are sanded to satin smoothness, then finished with our exclusive "Supreme" process. The finish penetrates and becomes an integral part of the wood. The beautiful grains and colors remain clear and natural permanently.

Fruits, garlic, onion, fish, alcohol do not injure—just wash like dishes and the bowls stay free from unwanted stains, tastes and odors.

That's why they are the finest salad bowls you can sell. Make sure now that your stock of bowls, spoons and forks is complete and well displayed.

See Us at the
Atlantic City Houseware Show
July 10th-14th
BOOTH 340

J. SHEPHERD PARRISH COMPANY
205 WEST WACKER DRIVE
CHICAGO 6, ILLINOIS

The World's Largest Manufacturers of Fine Wood Bowls

the best deal for dealers



HUSKY The only hand-operated freezer on the market backed by a guarantee! Modern in every sense—styled-right, built-right! Sells on sight. Quick turnover, with generous dealer profit. 2-, 4-, 6-quart.

DOLLY MADISON ELECTRIC The queen of all! A modern home appliance to be proud of! The 2-quart size operates with the contents of three ice-cube trays! A red-hot high-profit item. Available also in 4- and 6-quart sizes.



Truly Modern Freezers Backed by Modern Helps for Dealers



Write for illustrated folder showing 1950 Porter line and modern merchandising helps to make your sales and profits soar!

WRITE TODAY
THE J. E. PORTER CORPORATION

America's Largest Manufacturers of Home
Ice Cream Freezers—82 Years Old

503-4 BROADWAY • OTTAWA, ILLINOIS



DEPEND ON PHOENIX HORSESHOES

Just as your customers depend on Phoenix shoes for long wear and perfect fit, you can depend on them for complete customer satisfaction.

The Phoenix line is complete, with a size, weight and style for every horse or mule . . . for every sport or working condition.

Check your stock today. Then call your favorite jobber for the Phoenix shoes you need. There's a heavy work season ahead . . . be ready with a full stock of Phoenix shoes.



HORSESHOE DIVISION

PHOENIX MANUFACTURING COMPANY

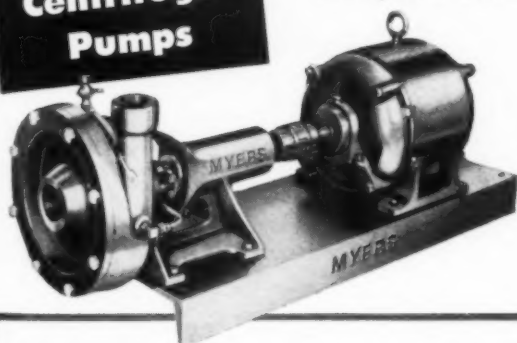
Joliet, Illinois



Catasauqua, Pa.

NEW! Myers Centrifugal Pumps

More Profits
for Myers Dealers!



Again, Myers says: "More sales-power to you." And again, Myers gives you what it takes—in a brand-new line of Centrifugal Pumps—an easier-to-sell line because it's so basically simple! Construction of new Myers Centrifugal Pumps assures greatest operation economy, widest adaptability. Capacities range from 10 to 525 gpm., against heads to 300 ft. and at temperatures to 220° F. Interchangeability of parts cuts inventory costs. Casing and impeller are easily replaced to suit changing conditions. Engineered throughout to minimize thrust, friction, wear—give lasting customer satisfaction. Broad range of sizes covers widely varied needs. Write for a full list of sales features—offered for the first time in the new Myers Centrifugal.

THE F. E. MYERS & BRO. CO.
Dept. S-61, Ashland, Ohio



Thousands of inquiries have been received from people who have seen aluminum wire-screening ads in American Home, Better Homes & Gardens and Holland's. Inquiries asking for more information, asking where to buy *new, strong, non-staining, long-lasting* wire screening made of ALCOA ALCLAD ALUMINUM.

The wire screening identified by this tag:



... woven by these leading manufacturers:

American Wire Fabrics Corp.	New York Wire Cloth Company
Chase Brass & Copper Co.	Pacific Wire Products Co., Inc.
Clinton Wire Cloth Company	Pennwoven, Inc.
Cyclone Fence Division	Spargo Wire Company, Inc.
(American Steel & Wire Co.)	Standard Wire Cloth & Screen Company
Hanover Wire Cloth Company	Reynolds Wire Company
Heilig Bros. Company, Inc.	Wickwire Brothers, Inc.
The C. O. Jelliff Manufacturing Corp.	Woven Wire Fabrics Div.
Keystone Wire Cloth Company	(John A. Roebling's Son, Co.)

ACT NOW! Cash in on this red-hot item. Contact your supplier—order today. For complete information on our free promotional material for your store, fill in the coupon below. Do it now!

ALUMINUM COMPANY OF AMERICA
1419F Gulf Building
Pittsburgh 19, Pennsylvania

Please send me information about your free aluminum wire screening promotional material:

Name _____
Address _____
City _____ State _____

pert, Mr. Miller has guided the development of Langley reels and the new Longitudinal rod.

Of tubular design with glass fibers running the length of the rod, the new Longitudinal unit embodies all the advantages of present glass rods in ability not to warp, rust, or take a set, it is claimed. The rod also is attractive in appearance, with the longitudinal fibers running from butt to tip.

The new line of rods include bait casting rods at \$9.50, and fly rods from \$15 to \$20, with salt water rods to be available soon, it was announced.

Don Gapen Introduces New Plastic Tackle Boxes . . .

Don Gapen, Inc., Lapeer, Michigan, fishing specialties manufacturer, has introduced a series of three precision-made, mirror-finish plastic boxes, to remove the common

tangles from tackle boxes.

Each box has been especially designed for size and shape to suit the peculiarities of fishermen's needs, it is claimed, as well as his tackle box compartments and his pockets.

There is a size for plugs, spoons, popping bugs, etc.; another specifically for spoons; and a smaller model for hooks and sinkers, flies and spinners, snaps and swivels, corn-borers, grubs, etc.

Crystal clear, the boxes keep contents clean and dry. Unique features are the plastic hinges and snap catches, it was pointed out.

The boxes are now under national distribution and will range in retail price from two for 25 cents to 25 cents each.

Super Dude Jig Added to Fla. Fishing Tackle Line

Florida Fishing Tackle Co., 2100 First Ave. S., St. Petersburg, Fla., has announced the latest addition to the Barracuda Brand family—the Super Dude Jig.

A unique blending of high glass lacquer colors is said to give the new bait an extraordinary appeal, and undercoat paint has been developed especially for lead to keep the outer finish from chipping and peeling. Nylon is fused into the metal to enable



it to stand up under hard usage.

Designed to appear to be working back toward the surface, the Jig is carefully balanced by the placing of the screw eye and the shifting of the forward weight. This is said to give easier casting and to prevent the hook from sweeping around and catching on the back.

Length overall is 4 3/4"; head, 1 5/8", weight, 1 5/8 ounces; hook, 6/0. Colors available include, head: gold shiner, silver shiner, black and yellow, rainbow, black and white; Streamers: white, yellow, red, or any combination of three colors.



CONVENTION DATES

Hardware Association of the Carolinas, annual convention June 13-14, 1950. Headquarters Hotel Geo. Vanderbilt, Asheville, N. C. Secretary, Mrs. Sally C. Masten, 118 1/2 E. Fourth St., Charlotte, N. C.

the BIG 3 for inside and outside "spring fix-up" by CONSUMERS



CRACK FILLER
For repairing cracks and holes, in wood, plaster, etc. Just add water to quantity needed. An improved plastic filler — dries hard — does not shrink or loosen — may be molded, sanded or sawed — will hold screws.

CONCRETE PATCHER
For patching concrete sidewalks, floors — for furnace work — installing stokers — tree surgery — innumerable uses. Just add water. Packed in 1, 5, and 10 lb. cartons, and 25 lb. bags.

PATCHING PLASTER
For cracks, holes, and general repair. Mixes white in cold water — knits to old plaster immediately. No sizing necessary. Packed in cartons and bags from 1 to 15 lbs.



ORDER FROM YOUR WHOLESALE.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.

ALLIGATOR BELT LACING



ECONOMY PACKAGES in "E" CARTONS

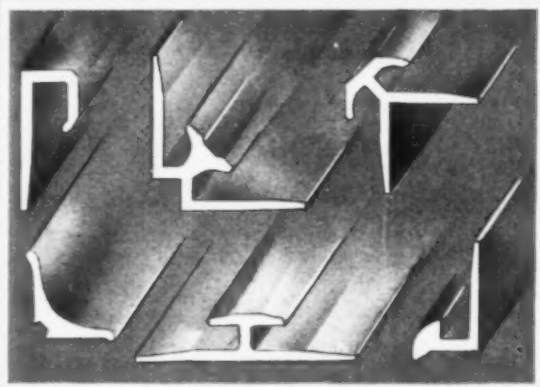
- 1 10 packages of a single size to the "E" carton.
- 2 Each package is a complete sales unit.
- 3 Contains one set of lacing, hinge and gauge pins for 12" of belting width.
- 4 Five popular sizes—Nos. 15, 20, 25, 27, 35.
- 5 Eliminates breaking of standard boxes.

Order Cartons From Your Jobber
Ask for Bulletin A-60

FLEXIBLE STEEL LACING COMPANY
4643 Lexington Street, Chicago 44, Illinois

"JUST A HAMMER TO APPLY IT"

Wall Board Trim



Decorate with

DECORITE

Aluminum Molding
for every purpose

WRITE TODAY FOR COMPLETE CATALOG
Decorite, Inc., 2116 Peachtree Rd., Atlanta, Ga.

FITLER

SERVES THE SOUTH

A ROPE FOR EVERY NEED



- Manila Rope
- Sisal Rope
- Lariat Rope
- Fishing Rope
- Transmission Rope

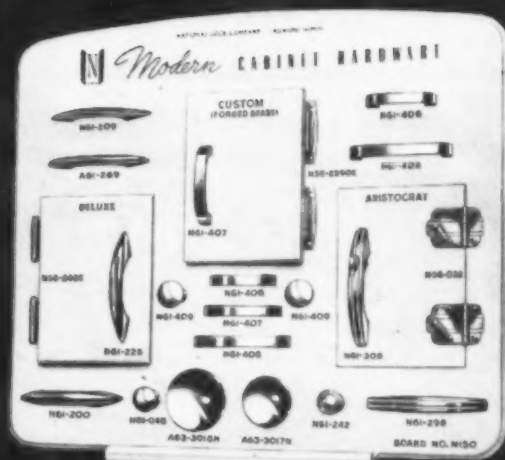
For 146 years the South has been a consistent user of FITLER ROPE. Look for the Blue and Yellow Registered trade mark on the outside of 5/8" diameter and larger sizes and on the inside of all smaller sizes of Fitler Brand Pure Manila Rope.

THE EDWIN H. FITLER CO.
Philadelphia 24, Pa.

IF YOU ARE LOOKING FOR

PROFIT

PUT THE NEW **NATIONAL LOCK**
No. N-150 BOARD TO WORK NOW!



PROVIDES A **COMPLETE**
CABINET HARDWARE LINE

- Utilizes valuable counter space for maximum profit.
- This handsome board will help you do a thriving cabinet hardware business on many popular items.
- Display board is **FREE**. You pay only net cost of applied hardware. Let this board help you.
- Order replacement items from open stock, as desired.
- An extensive selection to offer your customers.
- Bright Chrome, Dull Chrome, Dull Bronze, Bright Brass and Dull Brass Finishes are all included.
- Reduces your inventory... speeds up dollar turnover.
- Stimulates sales volume... increases sales profits.

GET IT **NOW** FROM YOUR JOBBER

**Other Easy-to-Sell, Profitable-to-Handle
Hardware Items**

- Fast-moving No. 77 **WOOD SCREW ASSORTMENT** with unique, attractive Counter Merchandise
- Popular, convenient **NATIONAL TUTCH LATCH**
- An extensive line of **BUILDERS HARDWARE** including: Storm Sash Adjusters • Cabinet Locks Screen Hangers • "T" Hinges • And Other Items

DISTINCTIVE HARDWARE...

ALL FROM 1 SOURCE



NATIONAL LOCK COMPANY

ROCKFORD • ILLINOIS
MERCHANT SALES DIVISION

PERFECT ... for Profits

NEW Electric PAINT REMOVER

As Easy to use as
a Flatiron ...
AND EASIER
TO SELL!

Removes paint from wood—flat,
curved, or irregular surfaces.
Made of chrome-plated and
stainless steels, operates on
either A.C. or D.C. current,
110-120 volts. Heating surface
area 3 1/2" x 5 1/2".



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HACKSAWS • KEYHOLE SAWS
ALL OTHER TYPES

ATKINS Silver Steel SAWS

E. C. ATKINS AND COMPANY
402 S. Illinois St., Indianapolis 9, Indiana



If You Handle Farm Equipment—

You would find our 150 page book
by F. R. Jones, "Farm Equipment
Service," of great value in dealing
with your farm customers. Free with
a 3-year subscription to Southern
Hardware — either new or renewal at
\$2.00.

SOUTHERN HARDWARE

806 Peachtree St. N.E.
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PUMP LEATHERS



An Adams Cup for every pumping purpose. From the shallow to
the deepest wells. Selected hides, especially tanned and processed
to suit each exact requirement. Any size hole at no extra cost.
Special attention to odd size cups.

ALSO MANUFACTURING A COMPLETE LINE OF
KAYO, TIP-TOP and ADAMS
Steel hand tools, cold chisels, punches, etc.

Ask your jobber or write

C. F. ADAMS, Inc.

Dept. H

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Fort Worth, Texas

NOR-SURF

BRAIDED NYLON
SURF or
TROLLING LINE



Take advantage of customer preference with
NOR-SURF! Packaged 6 50-yard connected
spools ... 24, 27, 36, 45, 54, 63, 72 lb. tests.
Permanent sand color. This coreless, soft-
braided Nylon Line has no objectionable stretch
... long life! Also on tubes of 400, 500, and
1000 yards ... same Tests and quality!

NORWICH LINE COMPANY, INC.

The Line of Champions NORWICH, N. Y.

★ MARSHALLTOWN TROWELS ★

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

